

1920

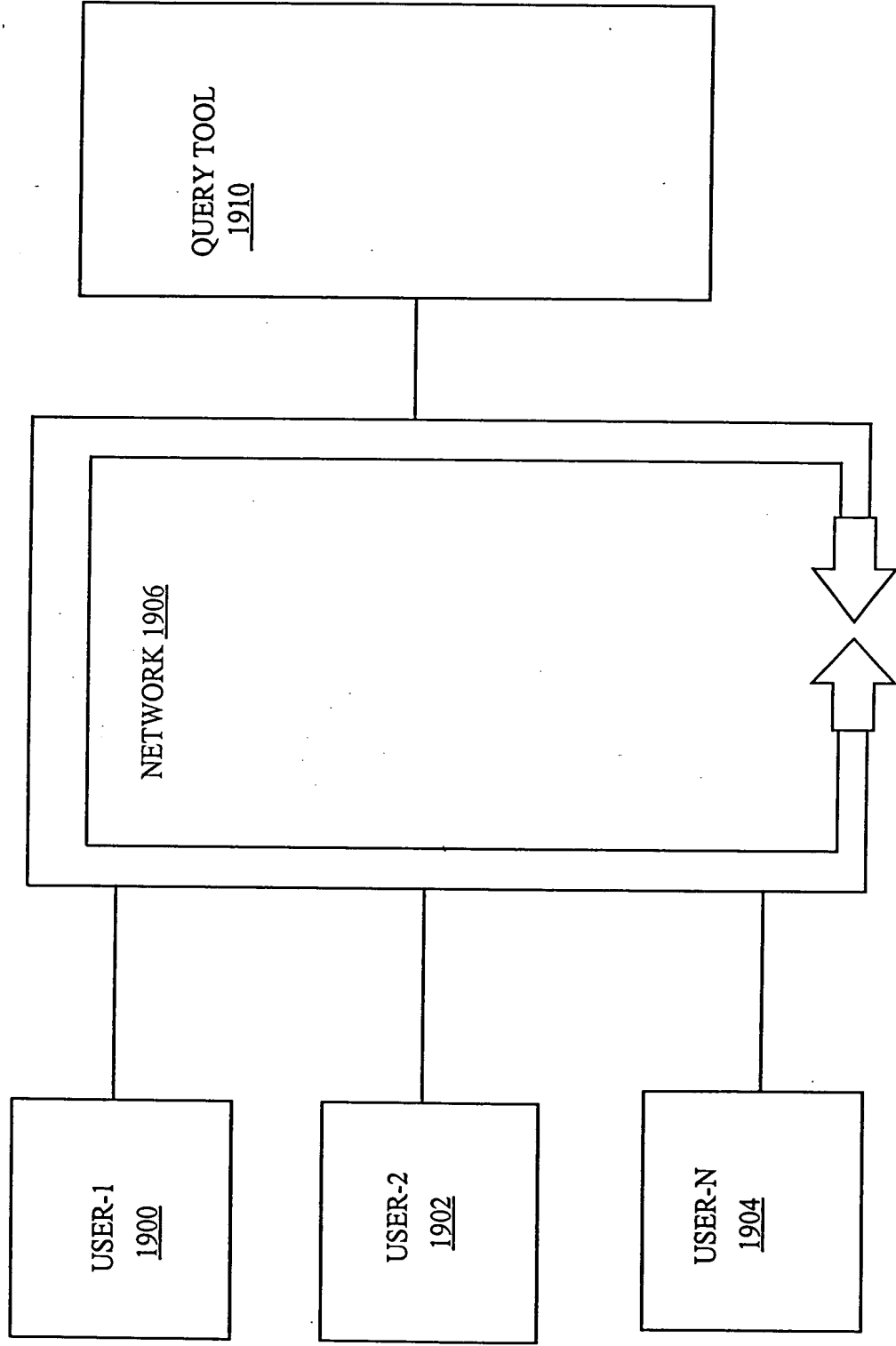


FIGURE 1

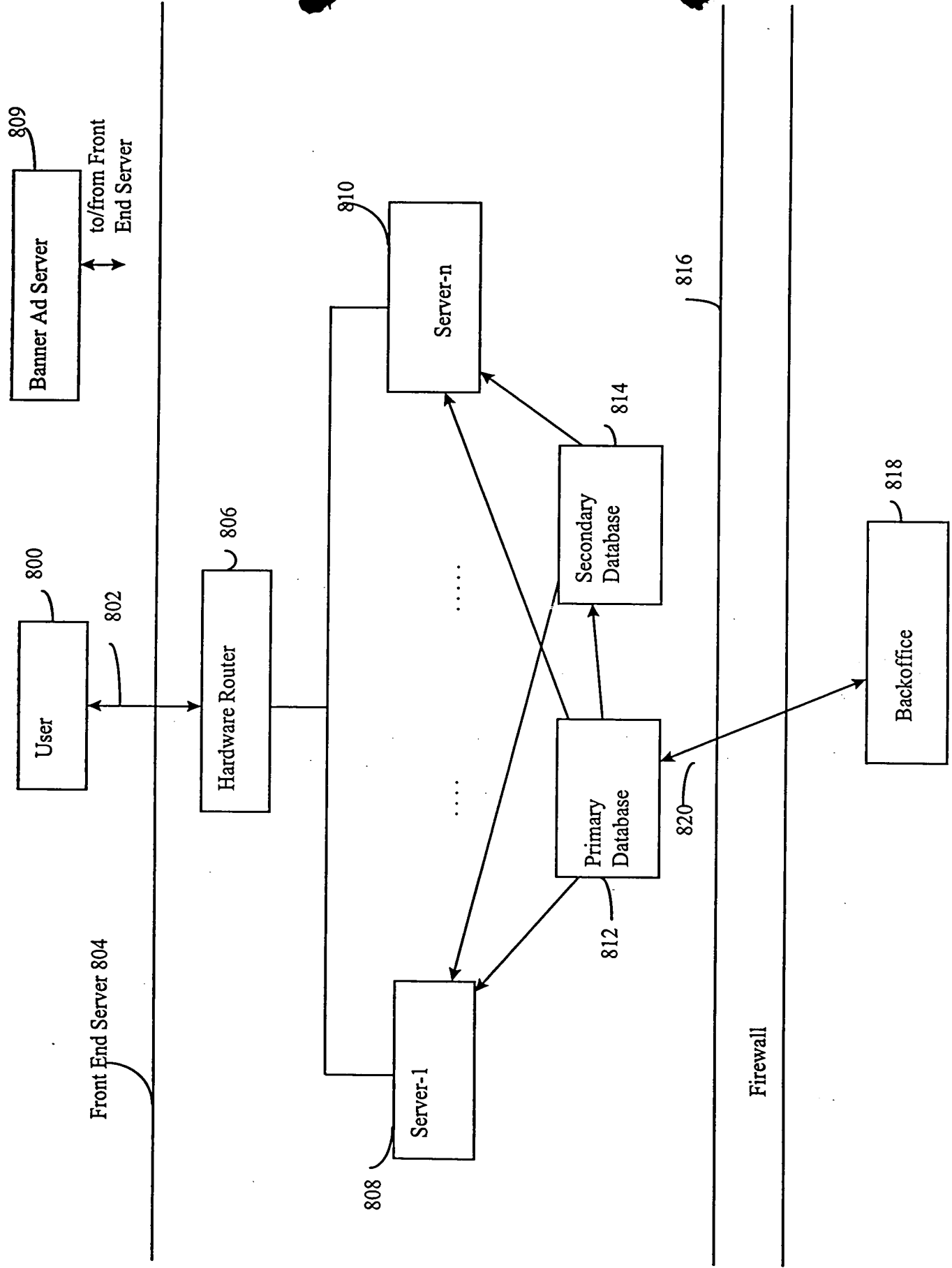


FIGURE 2

GTE'S YELLOW PAGES

1 Enter Category (Top Categories)

Business Name (e.g., GTE) **OR**

2 Enter City (optional)

State (required) **AND**

Choose a State ▼

3 Find It Search Tips

More Search Options:

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[Search By Distance](#)
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City Link



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**Birthday? Vacation?
Anniversary? Or Just
Because!**

Looking for a reason to do a little shopping? From clothing to computers, find the perfect gift for yourself or someone special. Click here to get started

Reach Active Online Shoppers

SuperPages users are 53% more likely to do their personal shopping online than the average Internet user! (@Plan, Spring 1999) See our Media Kit or Small Business Services

Find: A Loan for Me

Powered by GetSmart.com

Refinancing

Second Mortgage

Debt Consolidation

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**MARCH
CALENDAR**
FREE POSTCARDS

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FIGURE 3

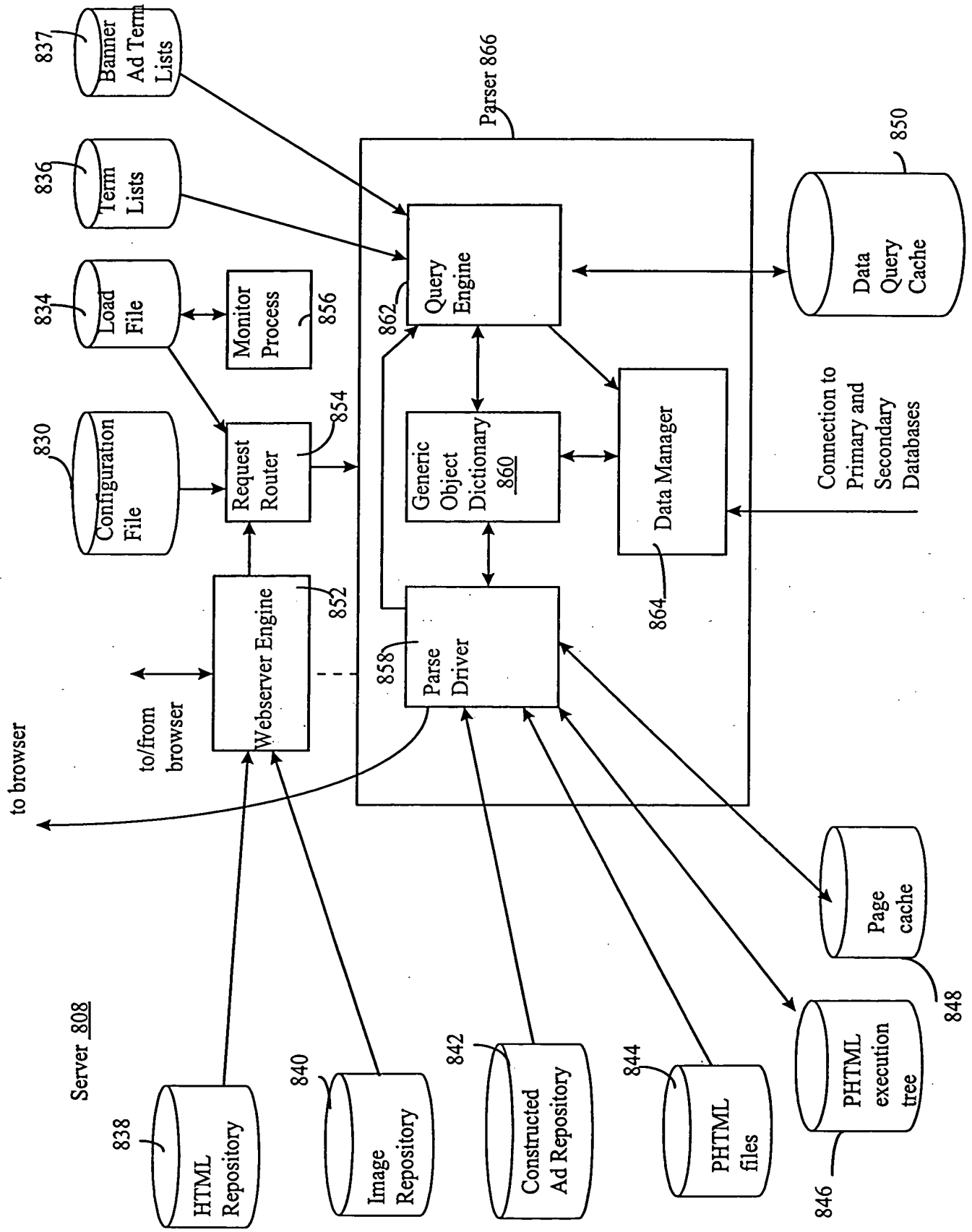
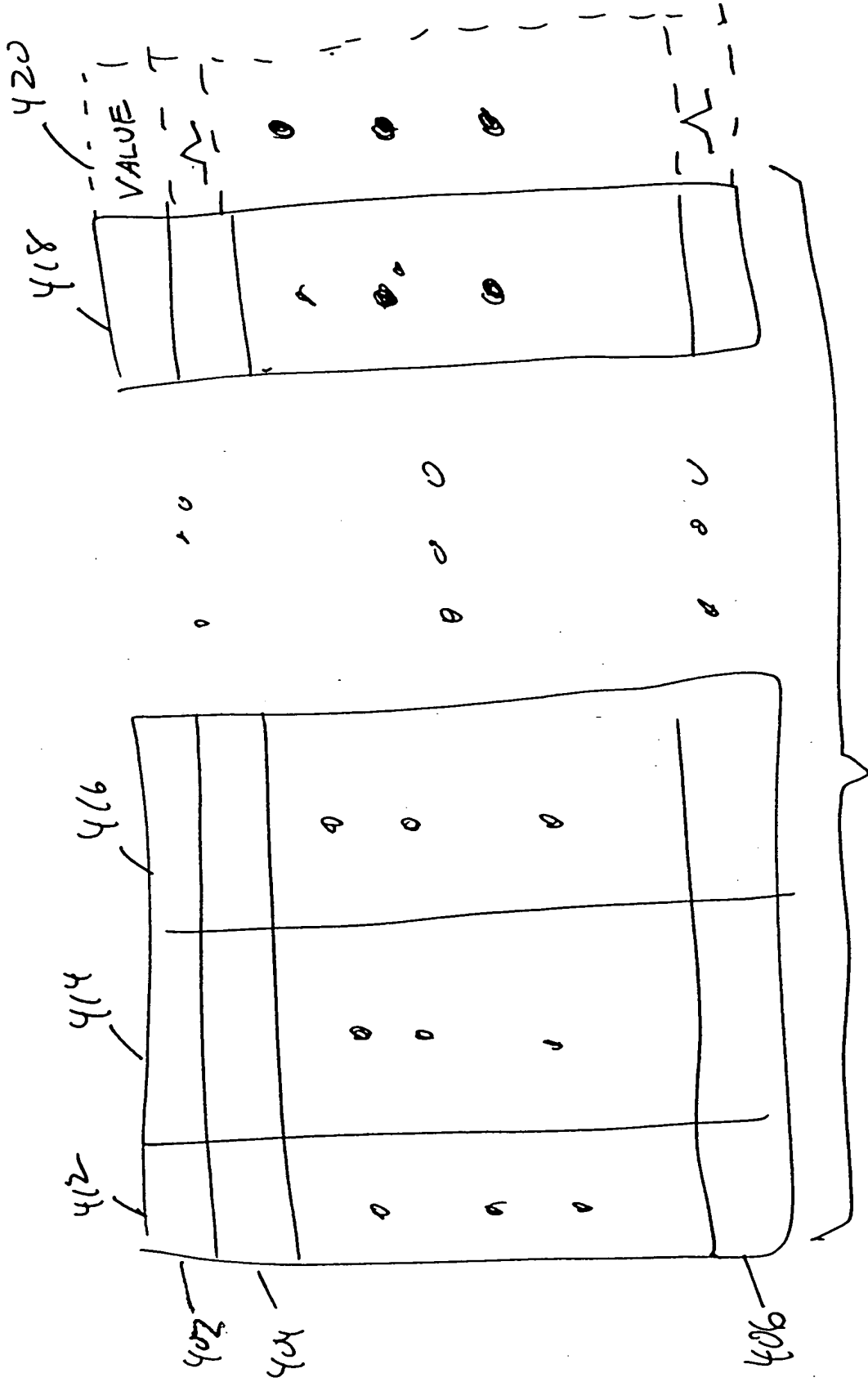


FIGURE 4



~~604~~ FDS

Listings

430
↓

~~860~~

The diagram illustrates a matrix structure for categories. The main matrix is labeled "Categories" at the top. It has columns labeled O_{11} , O_{12} , O_{13} , and O_{14} . The rows are labeled O_{21} , O_{22} , O_{23} , and O_{24} . To the right of the main matrix, there is a separate column with labels O_{1n} , O_{2n} , and O_{mn} . The matrix cells contain small circles representing data points.

~~FOI~~ FIG. 6

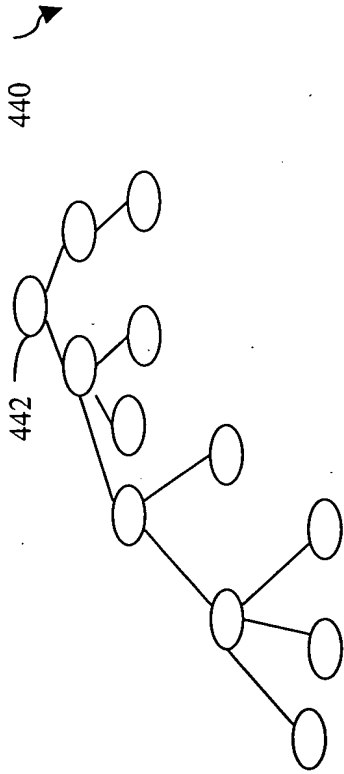


FIGURE 7

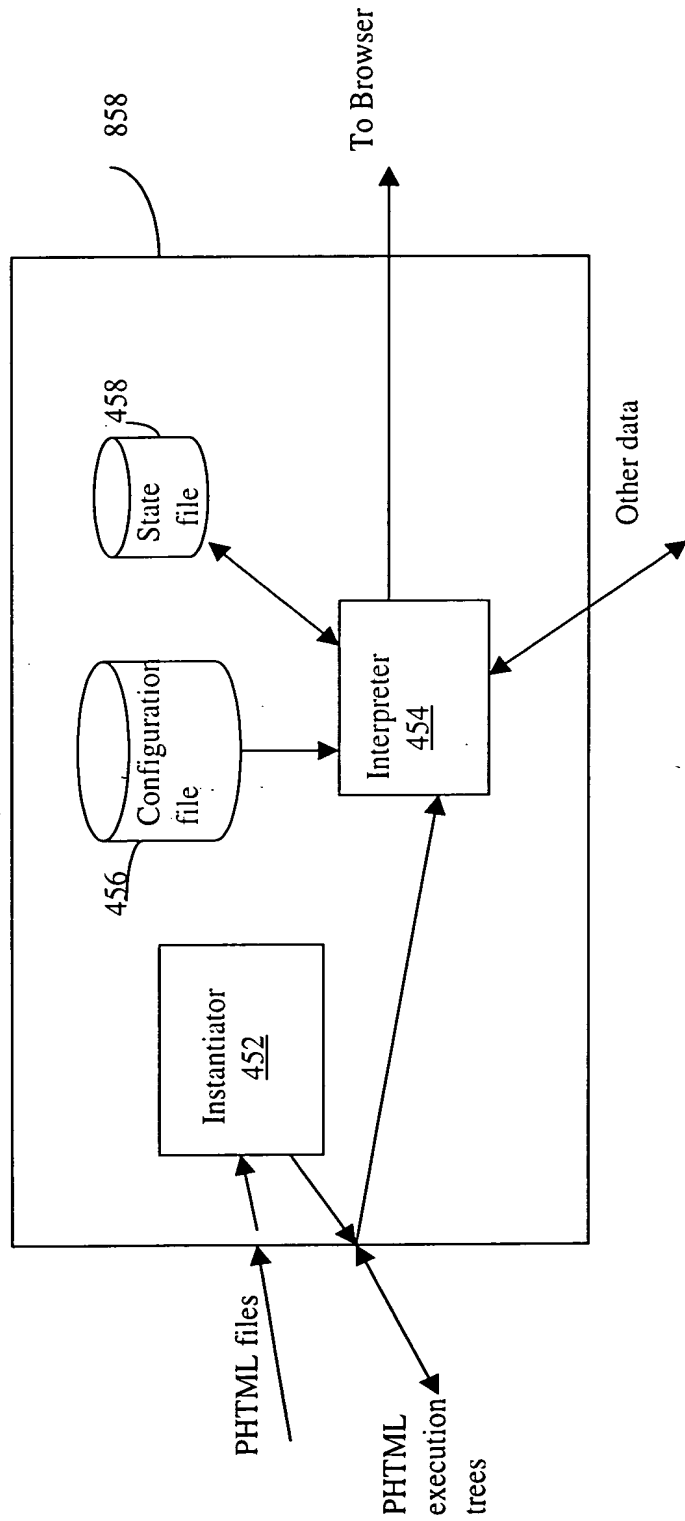


FIGURE 8

1820 ~

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INTERNET SERVICES

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[Shop Online](#) [Consumer Guide](#) [Yellow Pages](#) [Web Site Search](#) [Classified Ads](#) [City Link](#)

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TOP CATEGORIES

Search Options: [Simple Search](#) [Detailed Search](#) [Search By Distance](#) [Search in Canada](#)
Help: [Jump to Help Page](#)

The most frequently used categories are listed below. To select a category, simply click on it and you will be returned to a search form with the category field filled in.

<u>A</u> <u>B</u> <u>C</u> <u>D</u>	<u>E</u> <u>E</u> <u>G</u> <u>H</u> <u>I</u>	<u>J</u> <u>K</u> <u>L</u> <u>M</u> <u>N</u> <u>O</u>	<u>P</u> <u>Q</u> <u>R</u> <u>S</u>	<u>T</u> <u>U</u> <u>V</u> <u>W</u> <u>X</u> <u>Y</u> <u>Z</u>
Accountants			Apparel	
Advertising			Appliances	
Air Conditioning			Architects	
Airlines			Art Galleries	
Airports			Art Supplies	
Ambulance			Associations	
Amusement			Attorneys	
Antiques			Audio-Visual	
Apartments			Automobiles	
Bakers			Beer	
Balloons			Bicycles	
Banks			Boats	
Banquet Rooms			Books	
Barbers			Bowling	
Bars			Bridal Shops	
Baseball			Builders	
Beauty Salons			Building Materials	
Bed & Breakfasts			Buses	
Beepers				

FIGURE 9.

Cabinets	Cleaners
Cable Companies	Clinics
Cameras	Clocks
Camping	Clothing
Candles	Cocktail Lounges
Candy	Coffee & Tea
Carpets	Collection Agencies
Cars	Colleges & Universities
Casinos	Comics
Catalog Shopping	Commercial Printing
Caterers	Communications
Cats & Dogs	Computers
Cell Phones	Condominiums
Cemeteries	Consultants
Chambers of Commerce	Contractors
Chemicals	Convenience Stores
Child Care	Conventions
Chinese Food	Copying
Chiropractors	Cosmetics
Churches	Counseling
Cigars & Cigarettes	Crafts
City Government	Credit Unions
Dance Companies	Department Stores
Dance Instruction	Doctors
Data Processing	Dogs & Cats
Delivery Services	Dolls
Dentists	Dry Cleaners

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Figure

10



Shopping's right this way.™



[Home](#) → [Search By Distance](#)

GTE'S YELLOW PAGES
Search by Distance
MORE TOOLS

Enter Category or Business Name:

Category: [Top Categories](#)

Business Name:

[Search Tips](#)

Search Within Miles Of:


Street:


City: [Keywords](#)


State: ZIP:


More Search Options:


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[Search in Canada](#)



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[Maps or Driving Directions](#)

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HELPFUL HINTS

Use this Search By Distance form to search for businesses within a certain distance of a location you specify.

For example, you might want to search for restaurants within 2 miles of your home. Enter **restaurants** in the Category field, choose 2 from the pull-down menu, fill in your street address, city, and state, and then press the Find It button.

The results will be displayed by distance, with the closest businesses presented first. Each business listing will include the distance in miles from the reference location that you provided.


- If you enter a street address, the distance will be measured from that specific location.
- If you enter just a city and state, or just a state and ZIP Code, the distance will be measured from the geographical center of the city or ZIP Code area, respectively.







For more information, click on **Search Tips**.


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66 FEB 19 23 36 00

T.C. 101-11



[Click here to advertise.](#)






TRAVELING SOON?

[Home](#) → [Distance Search](#) → [Categories](#)

MATCHING CATEGORIES 1587 listings in 24 categories [Help](#)

View businesses related to "restaurants":

- [Eating Places \(17\)](#)
- [Fish & Chips \(2\)](#)
- [French Restaurants \(8\)](#)
- [Grease Traps \(Cleaning Service\) \(2\)](#)
- [Greek Restaurants \(5\)](#)
- [Indian Restaurants \(8\)](#)
- [Irish Restaurants \(2\)](#)
- [Italian Restaurants \(49\)](#)
- [Kosher Restaurants \(3\)](#)
- [Middle Eastern Restaurants \(4\)](#)
- [Oriental Restaurants \(4\)](#)
- [Restaurant Design & Planning Service \(1\)](#)
- [Restaurant Equipment & Supplies \(Wholesale\) \(25\)](#)
- [Restaurant Equipment & Supplies-Manufacturers \(5\)](#)
- [Restaurant Equipment-Repairing & Service \(7\)](#)
- [Restaurant Information & Referral Service \(1\)](#)
- [Restaurant Management \(9\)](#)
- [Restaurants \(1403\)](#)
- [Restaurants-Delivery & Information \(1\)](#)
- [Restaurants-Foods Delivery \(1\)](#)
- [Seafood Restaurants \(12\)](#)
- [Spanish Restaurants \(5\)](#)
- [Thai Restaurants \(9\)](#)
- [Vietnamese Restaurants \(4\)](#)

Related Links:

[GTE Shop Online](#): Shop for [Dining Services](#) online

[Consumer Guide®](#): Automobile and product reviews

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Shopping's right this way.™

Click Here
to Find
Your
Nearest
Agent



please visit State Farm

GTE'S YELLOW PAGES

1 Enter Category (Top Categories)

1802 SHOES

Business Name (e.g., GTE)

OR

2 Enter City (optional)

1804 BOSTON

State (required)

MA

AND

3 Find It Search Tips

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Maps or Driving Directions

**Birthday? Vacation?
Anniversary? Or, Just
Because!**

Looking for a reason to do a little shopping? From clothing to computers, find the perfect gift for yourself or someone special. [Click here to get started.](#)

Reach Active Online Shoppers

SuperPages users are 53% more likely to do their personal shopping online than the average Internet user! (@Plan, Spring 1999) See our [Media Kit](#) or [Small Business Services](#).

Auction your pants off...



Up4Sale™

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FIGURE 13

Shop
OnlineConsumer
Guide®Yellow
PagesWeb Site
SearchClassified
AdsCity
Link

Click here
to advertise.

Basic 56K Dial Up Internet Service
Anywhere In North America
www.mnionline.com

\$9.95
per month

[Home](#) → [Categories](#)

154 listings in 13 categories [Help](#)

View businesses related to "shoes":

[Shoe & Boot Repairing](#) (30)
[Shoe Findings & Supplies \(Wholesale\)](#) (2)
[Shoe Laces](#) (1)
[Shoe Shining](#) (1)
[Shoe Shining Equipment & Supplies](#) (1)
[Shoe Store Supplies](#) (1)
[Shoes-Custom Made](#) (2)
[Shoes-Manufacturers](#) (3)
[Shoes-Manufacturers Supplies \(Manufacturers\)](#) (1)
[Shoes-Manufacturers-Womens](#) (2)
[Shoes-Orthopedic](#) (3)
[Shoes-Retail](#) (101)
[Shoes-Wholesale](#) (6)



Related Links:

[GTE Shop Online](#): Shop for [Fashion](#) online
[Consumer Guide®](#): Automobile and product reviews

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[Add or Change Your Listing](#) | [Advertising Info](#) | [Purchase Ads Online](#) | [Link to Us](#)

[Shop Online](#) | [Consumer Guide®](#) | [Yellow Pages](#) | [Web Site Search](#) | [Classified Ads](#) | [City Link](#) | [Internet Access](#)

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FIGURE 14



GTE
SuperPages
INTERACTIVE SERVICES



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FIGURE 15



[Home](#) → [Add or Change Your Listing](#)

Add or Change Your Listing

Enter the telephone number of your business to:

- Create a **free** basic business listing.
- Update your listing.
- Purchase one of the advertising options shown below.

Your Business Telephone Number: () -

[Look Up My Business](#)

GTE Create-A-Sitesm One Page Website

Reach potential customers with an eye-catching full-color Webpage! Your GTE Create-A-Sitesm Webpage includes:

- Several different design templates that allow you to quickly and easily design your webpage in the layout best suited for your business.
- Ability to emphasize your business' key selling points, products and services.
- Placement in the ADVERTISERS section in up to five Yellow Pages categories of GTE's SuperPages® service.
- A unique Web address ('URL') which you can feature on your print advertising and business cards, so that potential and current customers can find your business on the Web!
- Ability to update your webpage anytime you desire.
- Only \$40 a month.

FactFile (includes Silver HotLink)

- A FactFile gives your listing Priority Placement which places you in our special ADVERTISERS section, ahead of businesses who aren't advertisers.
- With a FactFile, your customers can learn the details about your business, including the brands or services you offer and your business hours, plus much more!
- Customers can also find your business on SuperPages by searching for keywords in your FactFile.
- Only \$25 a month.

For more information and samples, click [here](#).

HotLink

Your HotLink (URL address) to your Website will appear with your business listing in the SuperPages Yellow Pages directory. And if you purchase a Platinum, Gold or Silver HotLink, your HotLink and business listing will appear in a prominent position in the ADVERTISERS section! Choose one of the four attractive options below:

- **Platinum**
Rise ahead of the pack. A smart way to focus attention on your business for just \$80 per month.
- **Gold**
Appear ahead of Silver and Basic Weblinks. Only \$45 per month.

FIGURE 16

- **Silver**
An economical solution: Appear in our ADVERTISERS section for just \$20 per month.
- **Basic**
Add your company's Website link to your basic listing in our Yellow Pages. A low \$5 per month.

For more information and samples, click [here](#).

More advertising options

You can enhance your basic listing in other ways, too, including:

- [GTE SuperSite\(sm\) Website](#)
- [Display Ads](#)
- [County Buy](#)
- [Multi-City](#)
- [Banner Ads](#)

Call 1-800-376-0484 for information about these additional advertising options.

For assistance, please contact GTE SuperPages Customer Care at 1-800-428-8722 during business hours (7:30 a.m. - 6:00 p.m. CST, M-F)

Not all advertising options are available in all areas.








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[Home](#) → [Add or Change Your Listing](#)

Matching Business

This business matches the telephone number you entered. Please **click** on the business name if this is the correct business:

Matching Business:	Blue Cross & Blue Shield (617) 832-5000 Boston, MA 02110-2190
--------------------	---------------------------------------------------------------------

If your business is not shown:

[Add My Listing](#)

Mistake Entering Telephone Number?

If (617) 832-5000 is not the correct telephone number for your business, please enter the correct number here:

Try Again:	(<input type="text"/>) <input type="text"/> <input type="text"/>
Then Click:	<input type="button" value="Look up my business"/>

For assistance, please contact GTE SuperPages Customer Care at 1-800-428-8722 during business hours (7:30 a.m. - 6:00 p.m. CST, M-F)

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FIGURE 18



Home → Advertise with Us → Purchase Advertising

Blue Cross & Blue Shield

(617)832-5000
Boston, MA 02110

[Modify this basic listing](#)

Next Step:

- Choose a product below.
- [Modify](#) your existing information.

Enhance your listing with these affordable SuperPages advertising options:

Products Available Online

Product	Description	Price
Create-A-Site:	<p>Reach potential customers with an eye-catching full-color Webpage! Your GTE Create-A-Sitesm Webpage includes:</p> <ul style="list-style-type: none"> • Several different design templates that allow you to quickly and easily design your webpage in the layout best suited for your business. • Ability to emphasize your business' key selling points, products and services. • Placement in the ADVERTISERS section in up to five Yellow Pages categories of GTE's SuperPages® service. • A unique Web address ('URL') which you can feature on your print advertising and business cards, so that potential and current customers can find your business on the Web! • Ability to update your webpage anytime you desire. <p>Create your One Page Website.</p>	Order \$40 per month
Fact File:	<ul style="list-style-type: none"> • A FactFile gives your listing Priority Placement, which places you in our special ADVERTISERS section, ahead of businesses who aren't advertisers. • With a FactFile, your customers can learn the details about your business, including the brands or services you offer and your business hours, plus much more! • Customers can also find your business on SuperPages by searching for keywords in your FactFile. <p>For more information and samples, click here.</p>	Order \$25 per month
Platinum HotLink:	<p>Add a HotLink to your company's Website in your listing, and also appear near the top of the ADVERTISERS section.</p> <p>For more information and samples, click here.</p>	Order \$80 per month

FIGURE 19

Gold HotLink:	Add a HotLink to your listing, and appear in the ADVERTISERS section above Create-A-Site and FactFile advertisers. For more information and samples, click here .	<u>Order</u> \$45 per month
Silver HotLink:	Add a HotLink to your listing, and appear in the ADVERTISERS section. For more information and samples, click here .	<u>Order</u> \$20 per month
Basic HotLink:	Add a HotLink to your basic listing. For more information and samples, click here .	<u>Order</u> \$5 per month
Modify Your Existing Information		
Basic Listing:	You can modify your basic listing information (business phone numbers, address, e-mail, and categories)	

For assistance, please contact GTE SuperPages Customer Care
at 1-800-428-8722 during business hours (7:30 a.m. - 6 p.m. CST, M-F)








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or a more recent browser.

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[Home](#) | [Shop Online](#) | [Consumer Guide®](#) | [Advertise with Us](#)
[Web Site Search](#) | [City Link](#) | [Classified Ads](#) | [Internet Access](#)

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FIGURE 20.



[Home](#) → [Add or Change Your Listing](#)

Your Current Listing Information

Your business appears as:

Blue Cross & Blue Shield
100 Summer Street FL 2, Boston, MA 02110-2190

(617) 832-5000
fax: (617) 832-3353
(800) 258-2226
(800) 253-5210

Customers can find you by searching in these categories:

- Insurance

You may:

- [Change your business information](#)
- [Change your categories](#)

For assistance, please contact GTE SuperPages Customer Care
at **1-800-428-8722** during business hours (7:30 a.m. - 6:00 p.m. CST, M-F)

**This site requires Netscape Navigator 3.0, Microsoft Internet Explorer 3.0,
or a more recent browser.**

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FIGURE 21


[Home](#) → Add or Change Your Listing

Enter or Update Your Business Information

Enter the business information for your listing, or modify the previously entered information.

Fields marked ● are required as part of your listing.

Business Information

Business Name: ●	Blue Cross & Blue Shield (Use normal capitalization, e.g., GTE SuperPages, not GTE SUPERPAGES.)
Business Phone: ●	(617) 832 5000 (Either Business Phone or Toll Free Phone is required.)
Toll Free Phone:	(800) 253 5210 Ext. Description: (e.g., 24-Hour Mail Order)
Alternate Phone:	(800) 258 2226 Ext. Description:
Business Fax:	(617) 832 3353
Street Address: ●	100 Summer Street FL 2 (Spell out all words in the address. For example, use Northeast Avenue, and Boulevard instead of NE, Ave., and Blvd.)
City and State:	Boston, Massachusetts City and State will be automatically selected based on your ZIP Code. (We use the standard USPS database.)
ZIP (5 or 9 digits): ●	02110 2190
E-Mail:	
<input type="button" value="Submit Information"/> <input type="button" value="Clear"/>	

FIGURE 22

Request Router 854

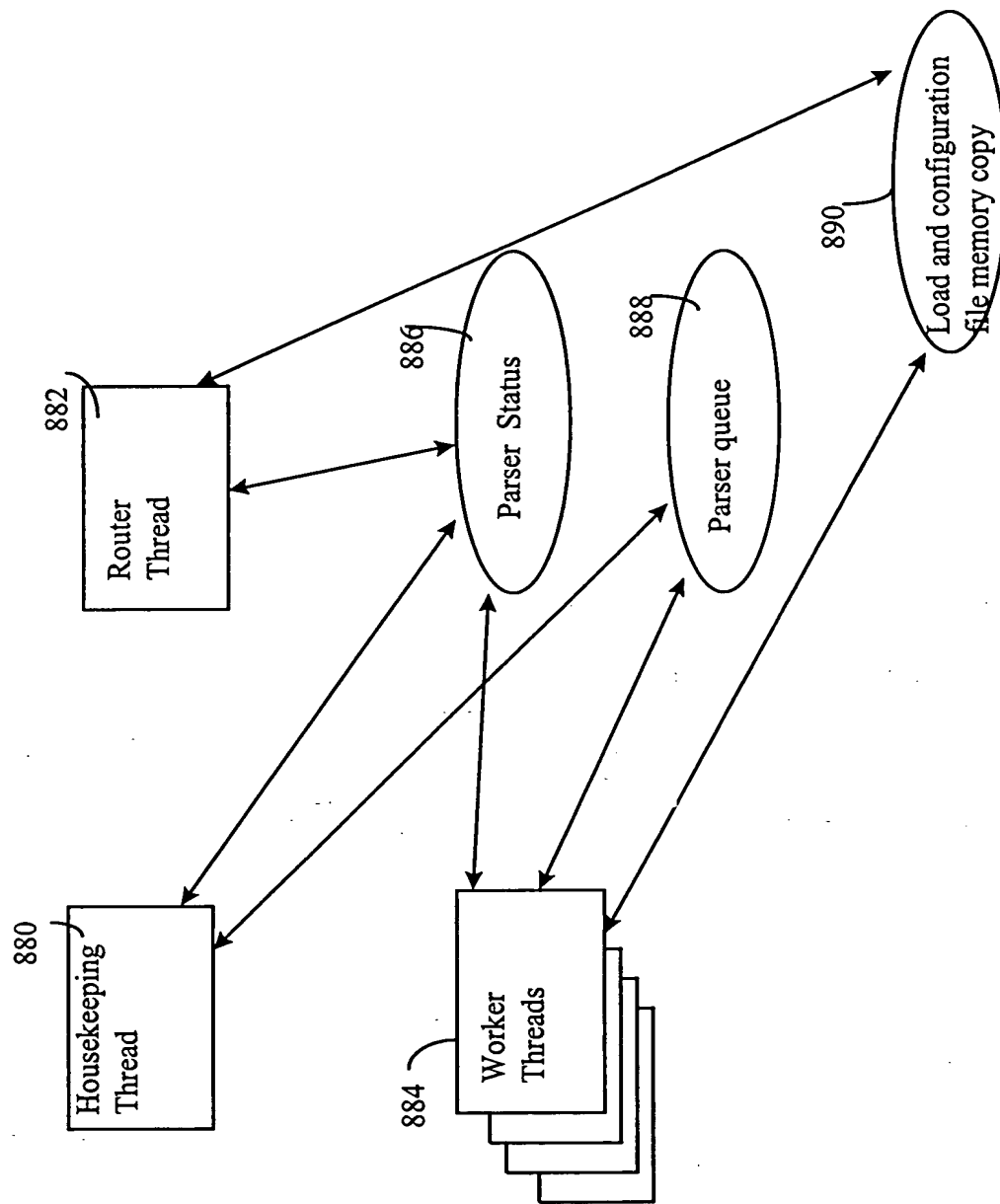


FIGURE 23

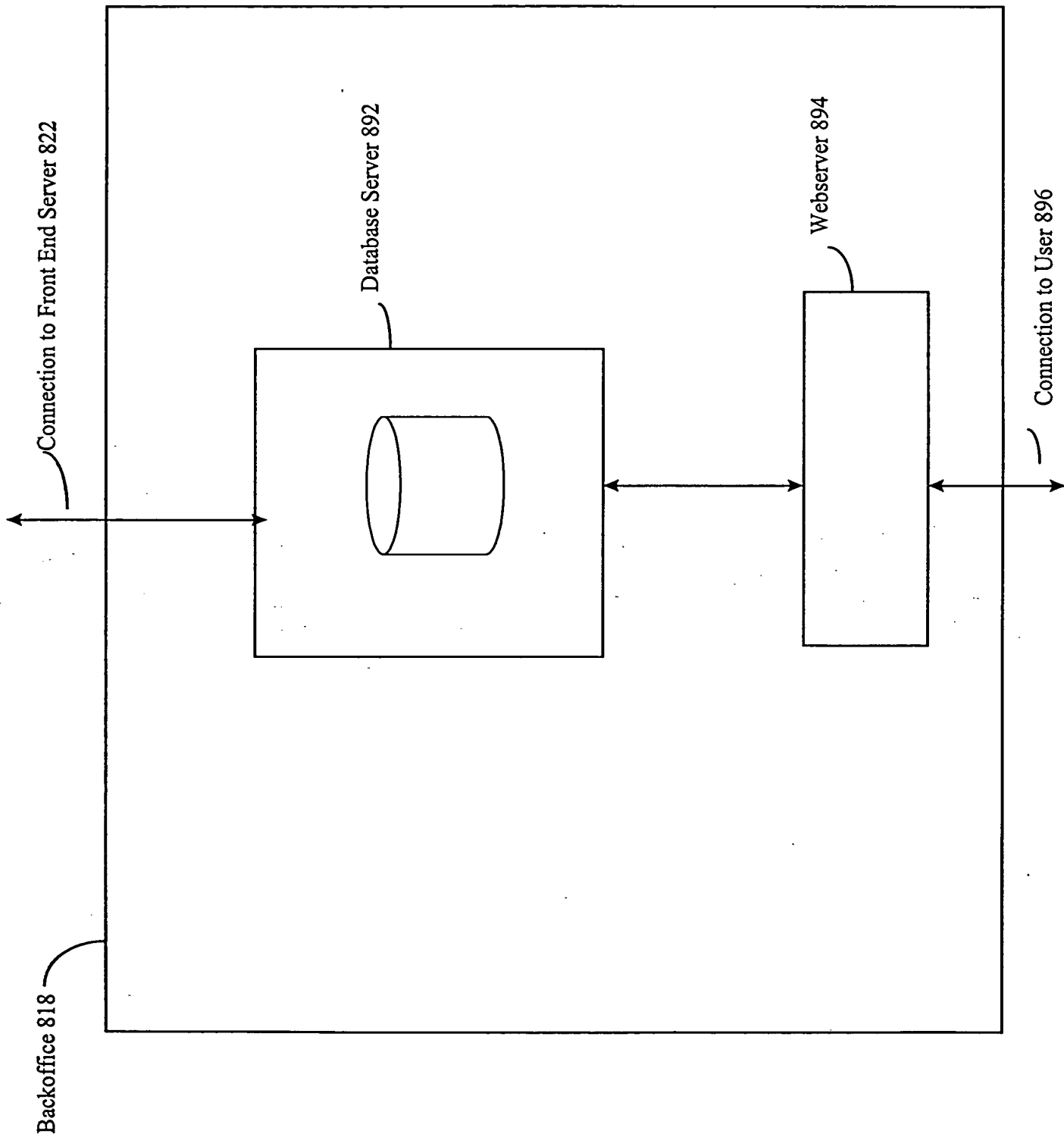


FIGURE 24

```
graph LR; 900[(Normalized Data)] --> 902[Extraction Routines]; 902 --> 904[(Denormalized Data)]; 902 --> 906[(Mark-up Language Files)]; 906 --> 908[Information Retrieval Software]; 908 --> 836[(Term Lists)];
```

The flowchart illustrates the data processing system 900. It begins with a cylinder labeled 900 containing 'Normalized Data'. An arrow points from 900 to a rectangle labeled 902, 'Extraction Routines'. From 902, two arrows branch out: one to a cylinder labeled 904, 'Denormalized Data', and another to a cylinder labeled 906, 'Mark-up Language Files'. An arrow then points from 906 to a rectangle labeled 908, 'Information Retrieval Software'. Finally, an arrow points from 908 to a cylinder labeled 836, 'Term Lists'.

FIGURE 25

Normalized Data

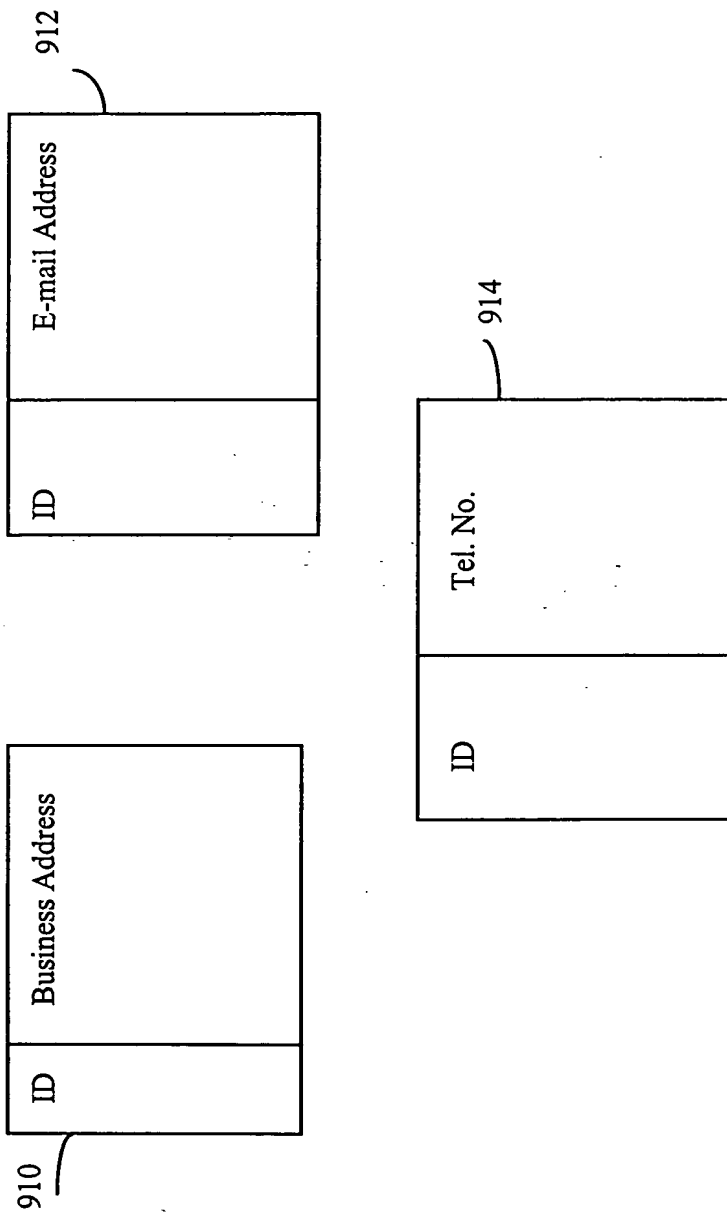


FIGURE 26

Denormalized Data

ID	Business Address	E-mail	Tel. No.
----	------------------	--------	----------

916

FIGURE 27

incoming request processing

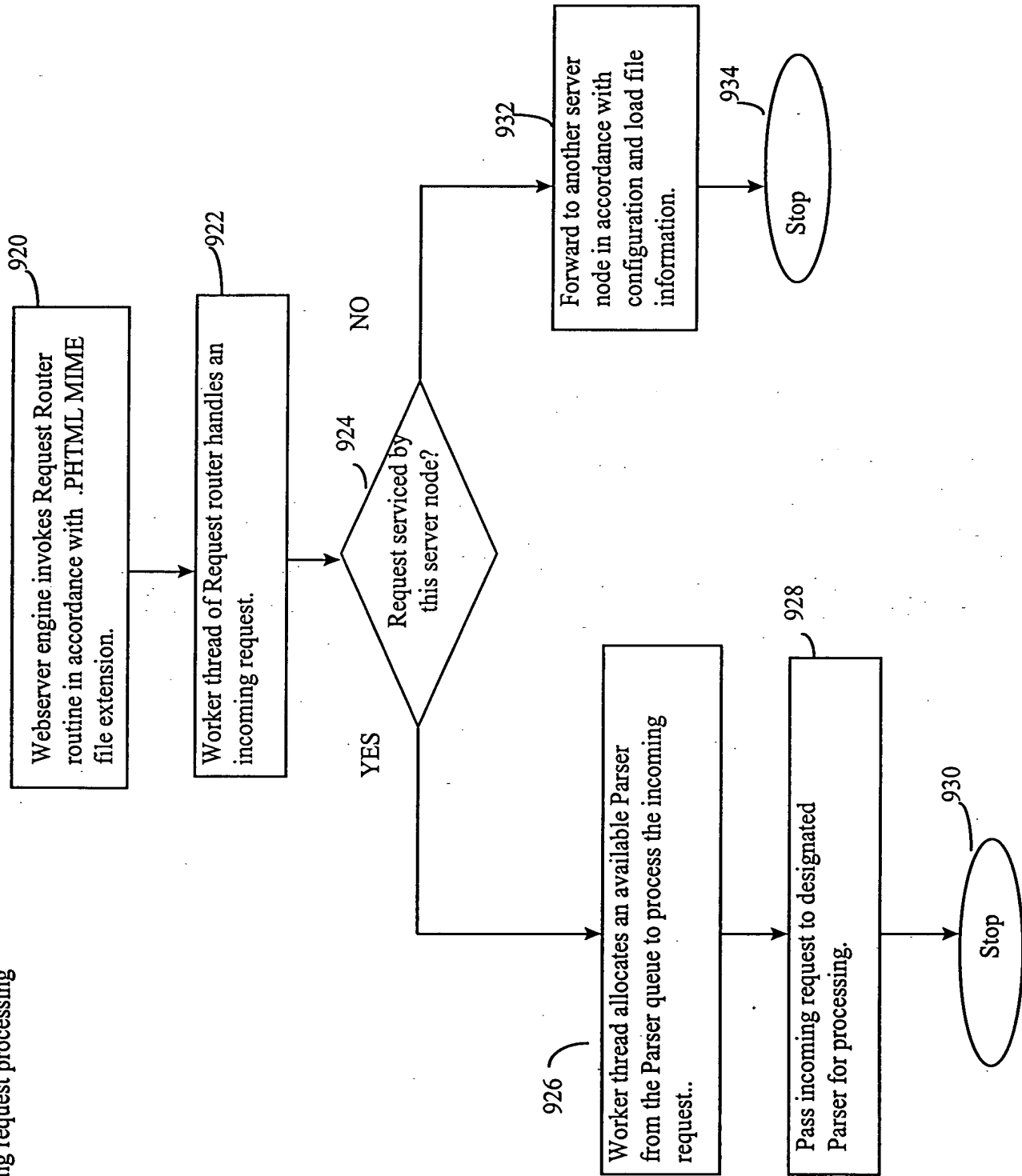


FIGURE 28

parser processing

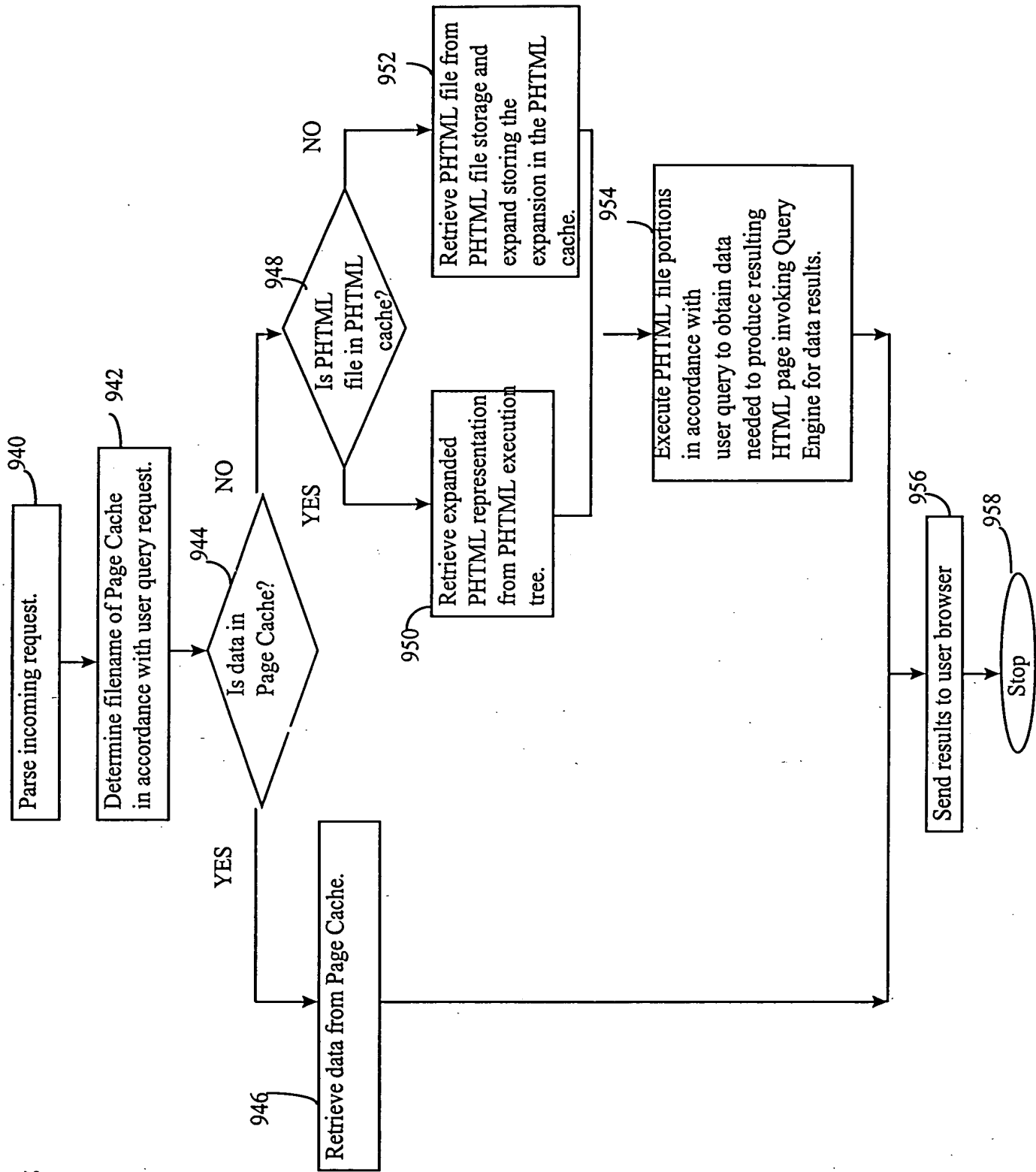


FIGURE 29

query engine processing

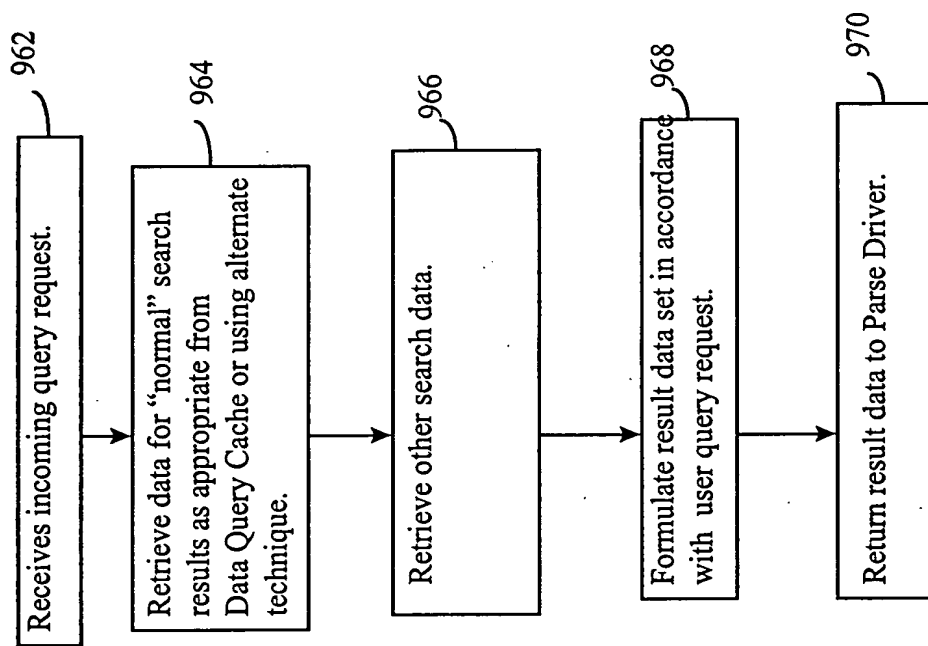


FIGURE 30

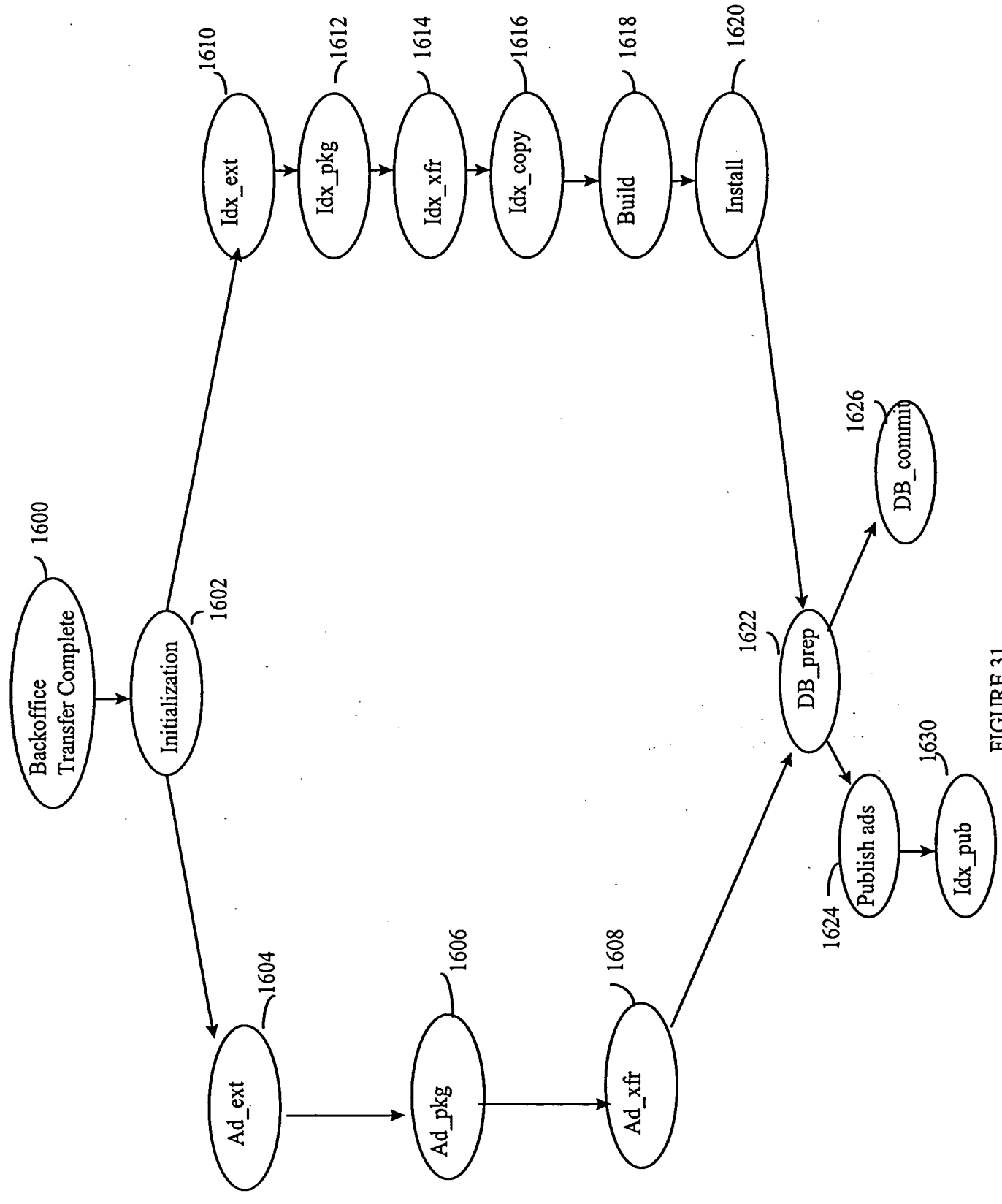


FIGURE 31

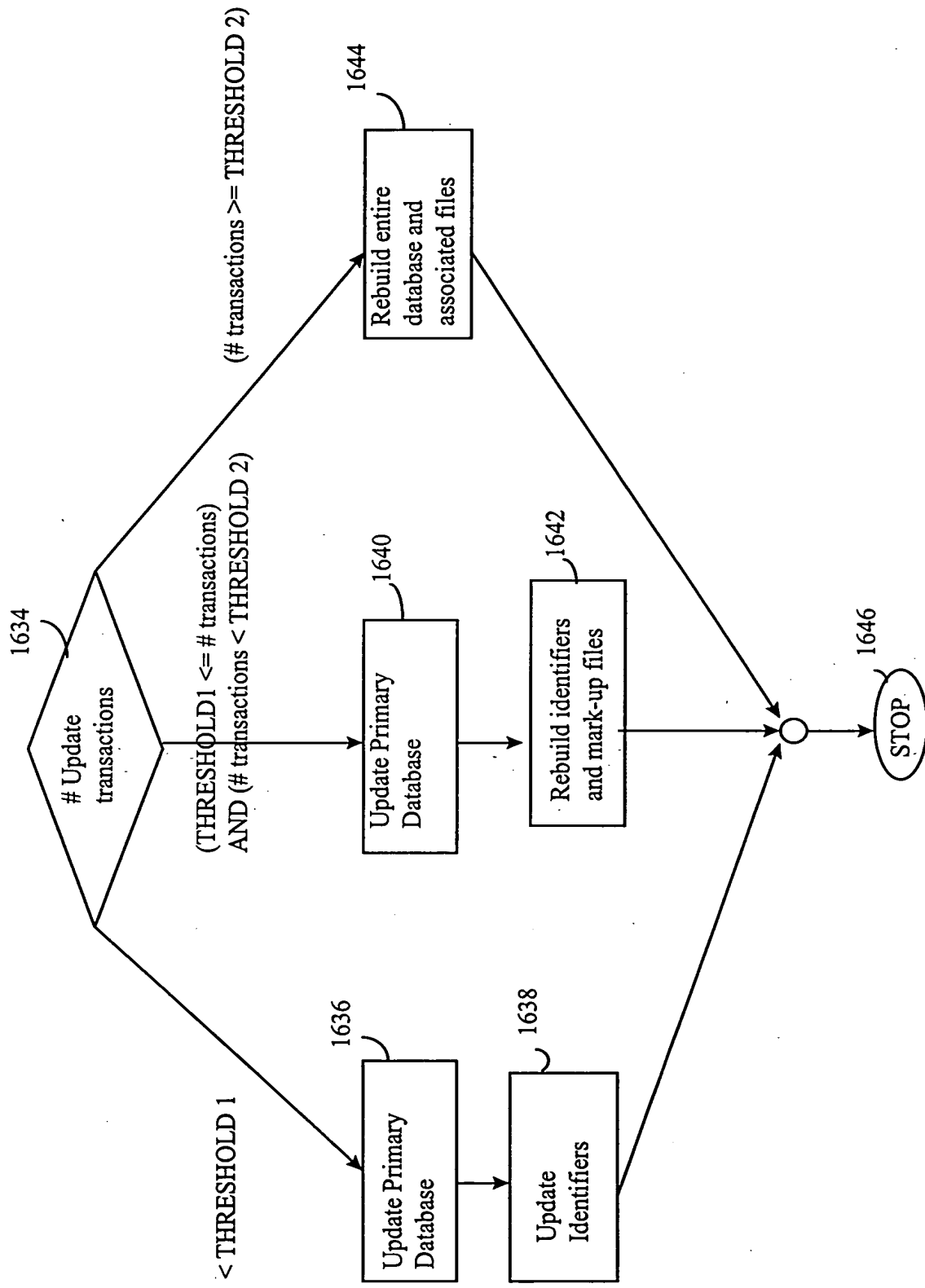


FIGURE 32

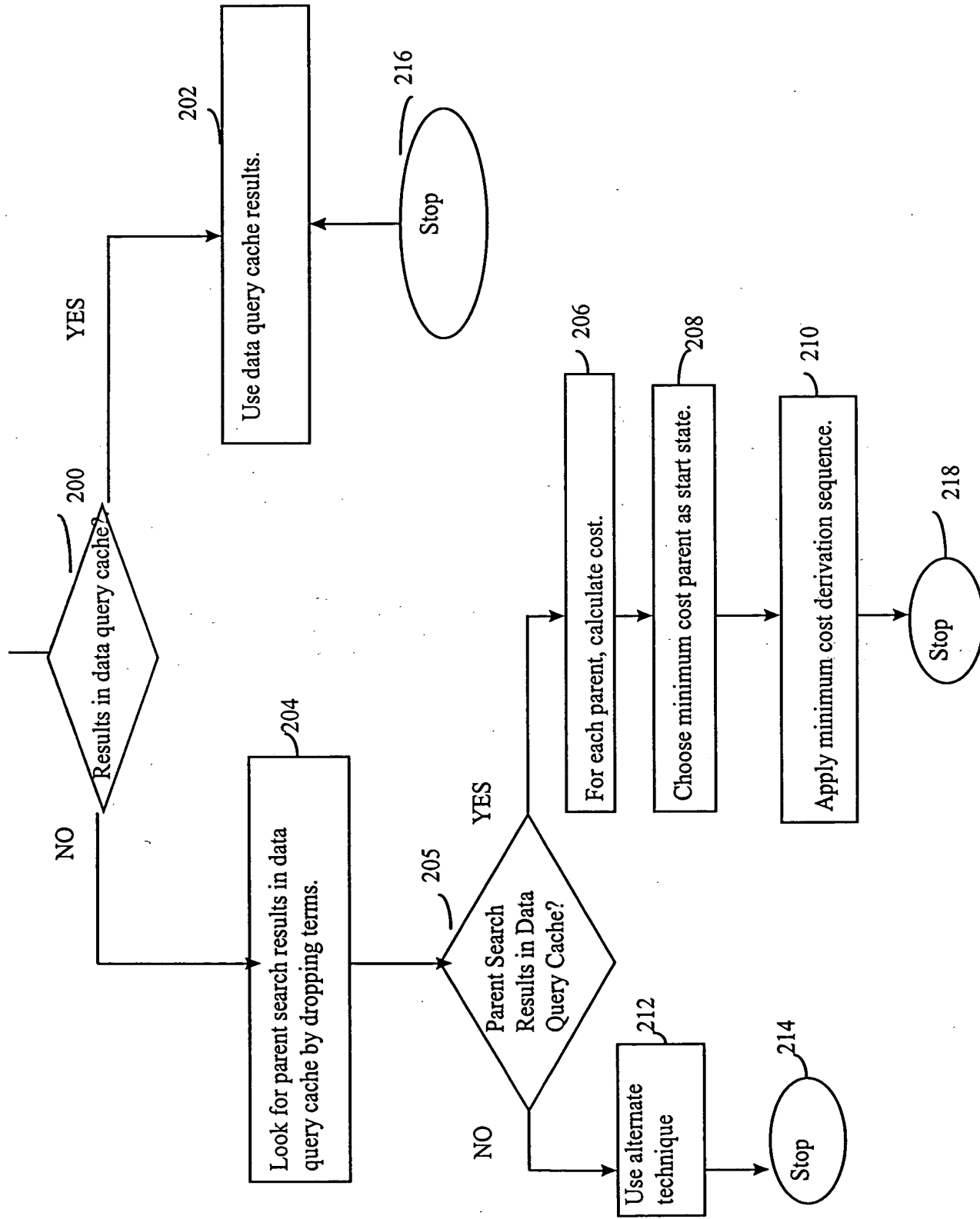


FIGURE 33

“MA” AND “Restaurants” AND “Flowershops”

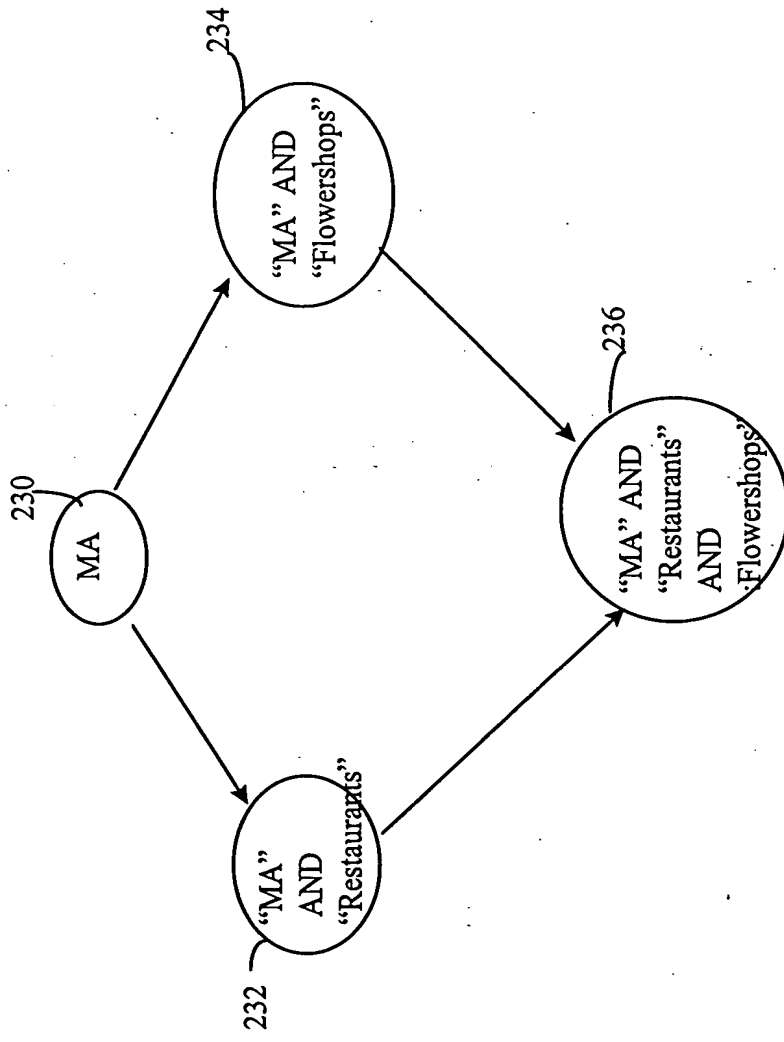


FIGURE 34

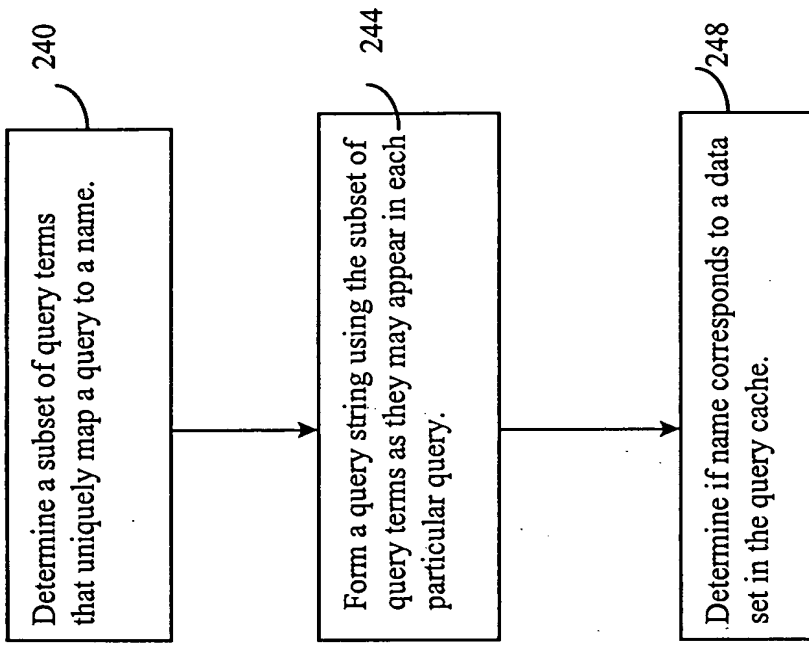


FIGURE 35

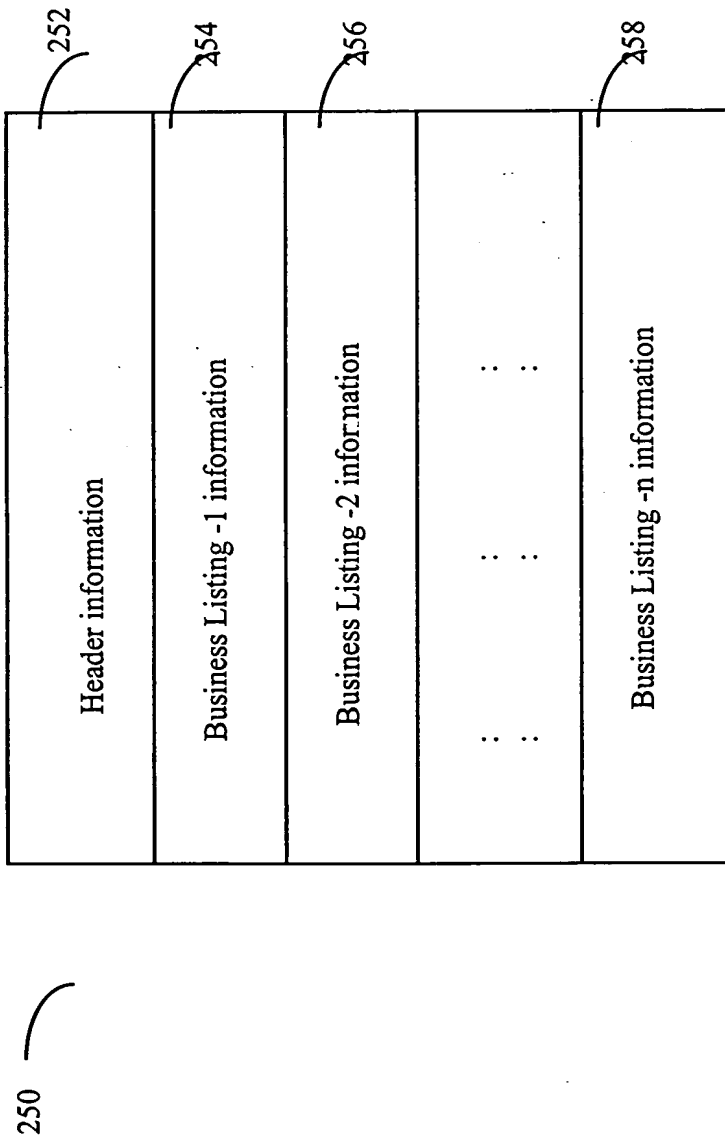


FIGURE 36

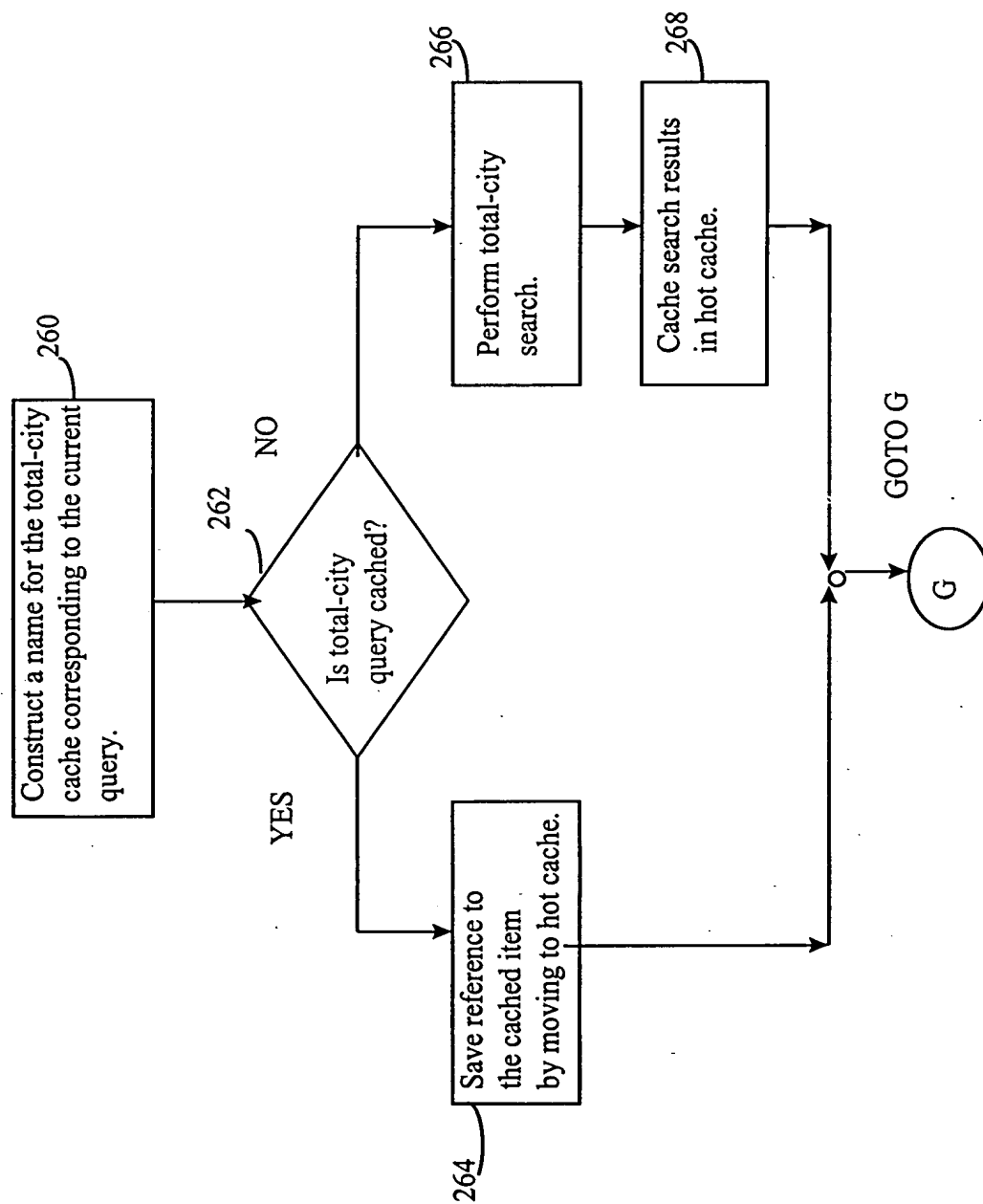


FIGURE 37

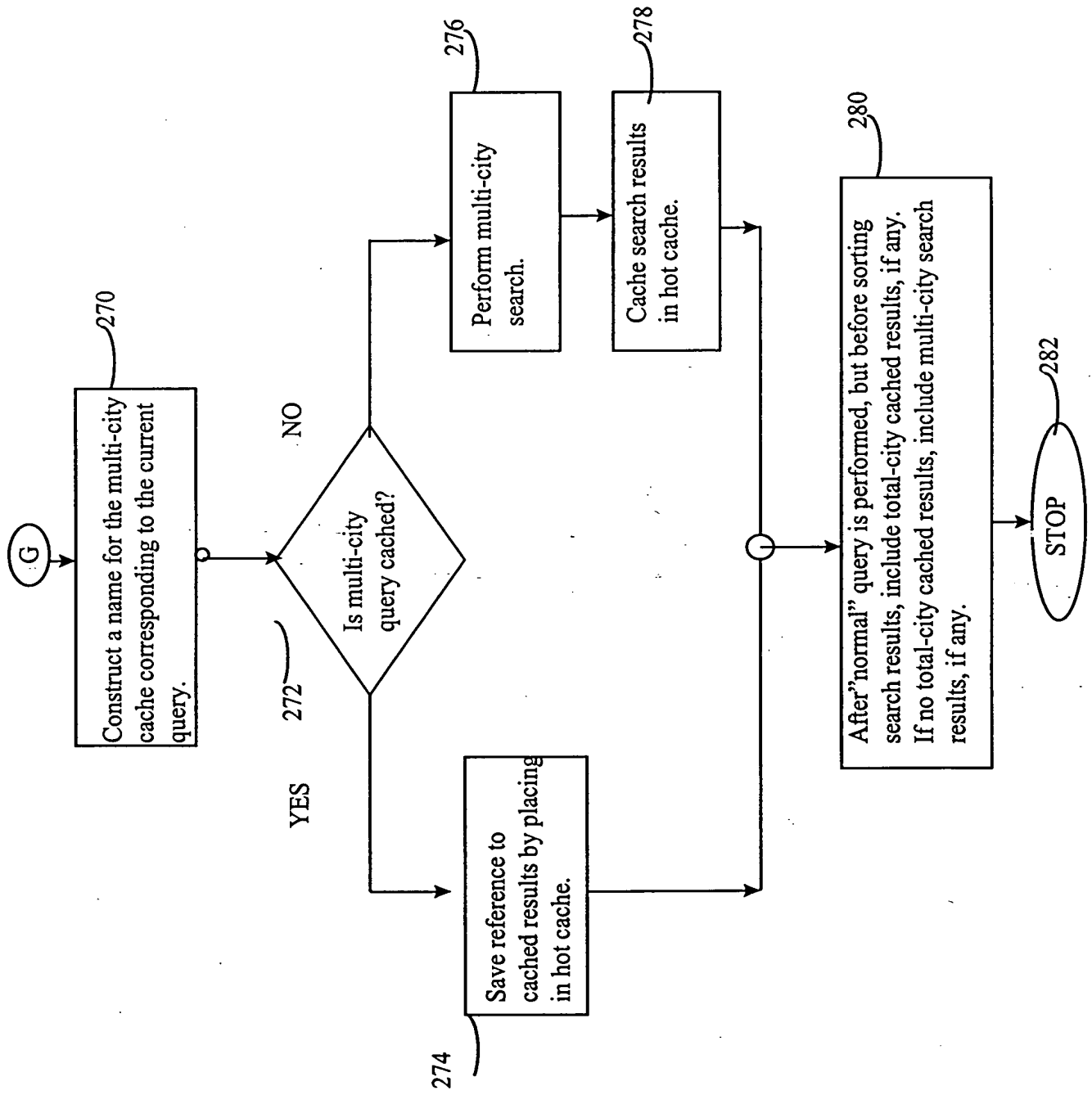
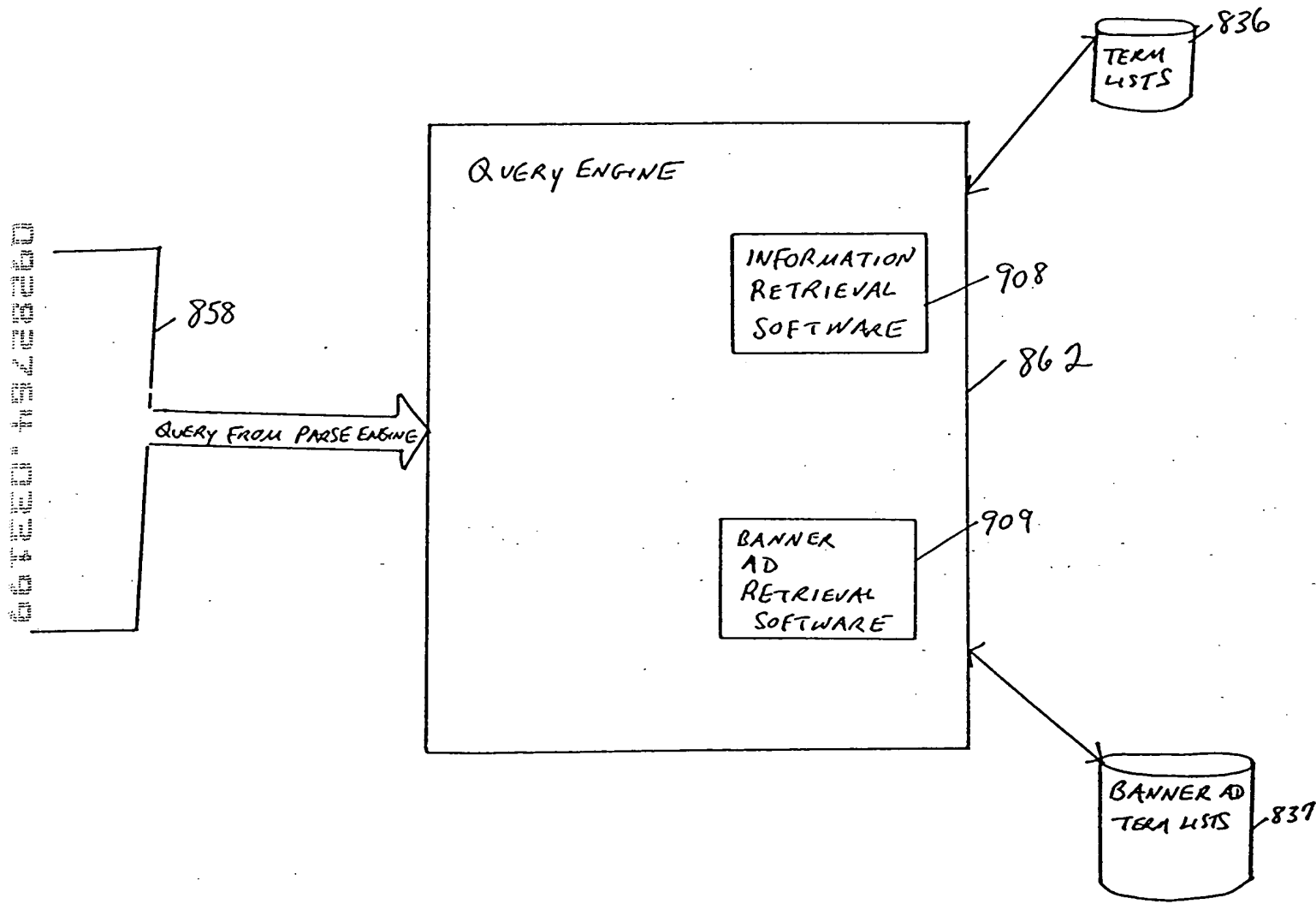


FIGURE 38



39
FIG. 33
~~604~~

667620 19423600

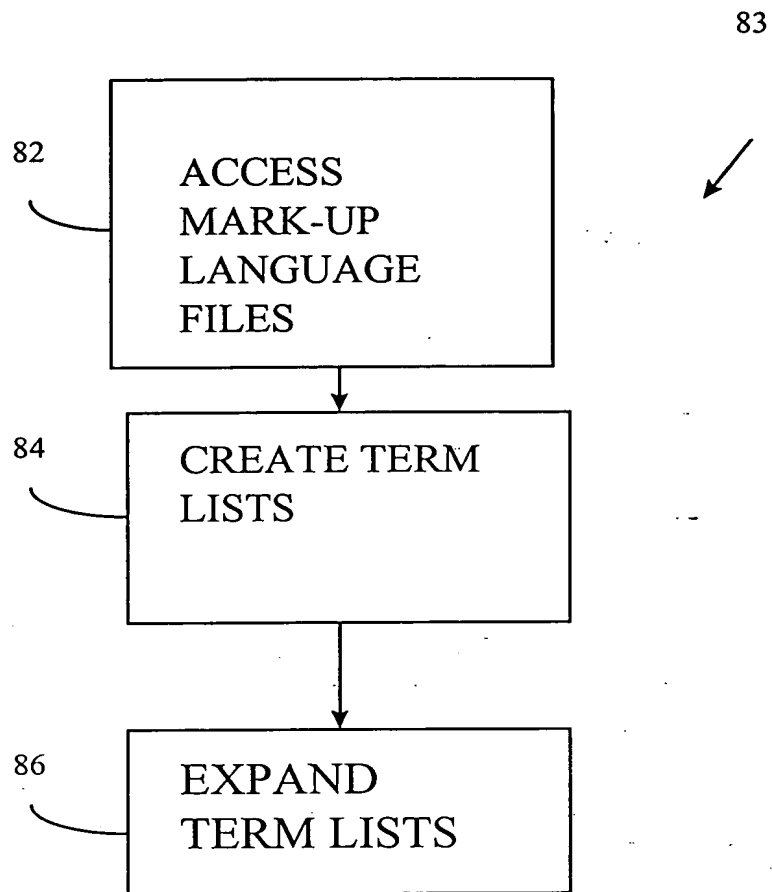


Figure 40

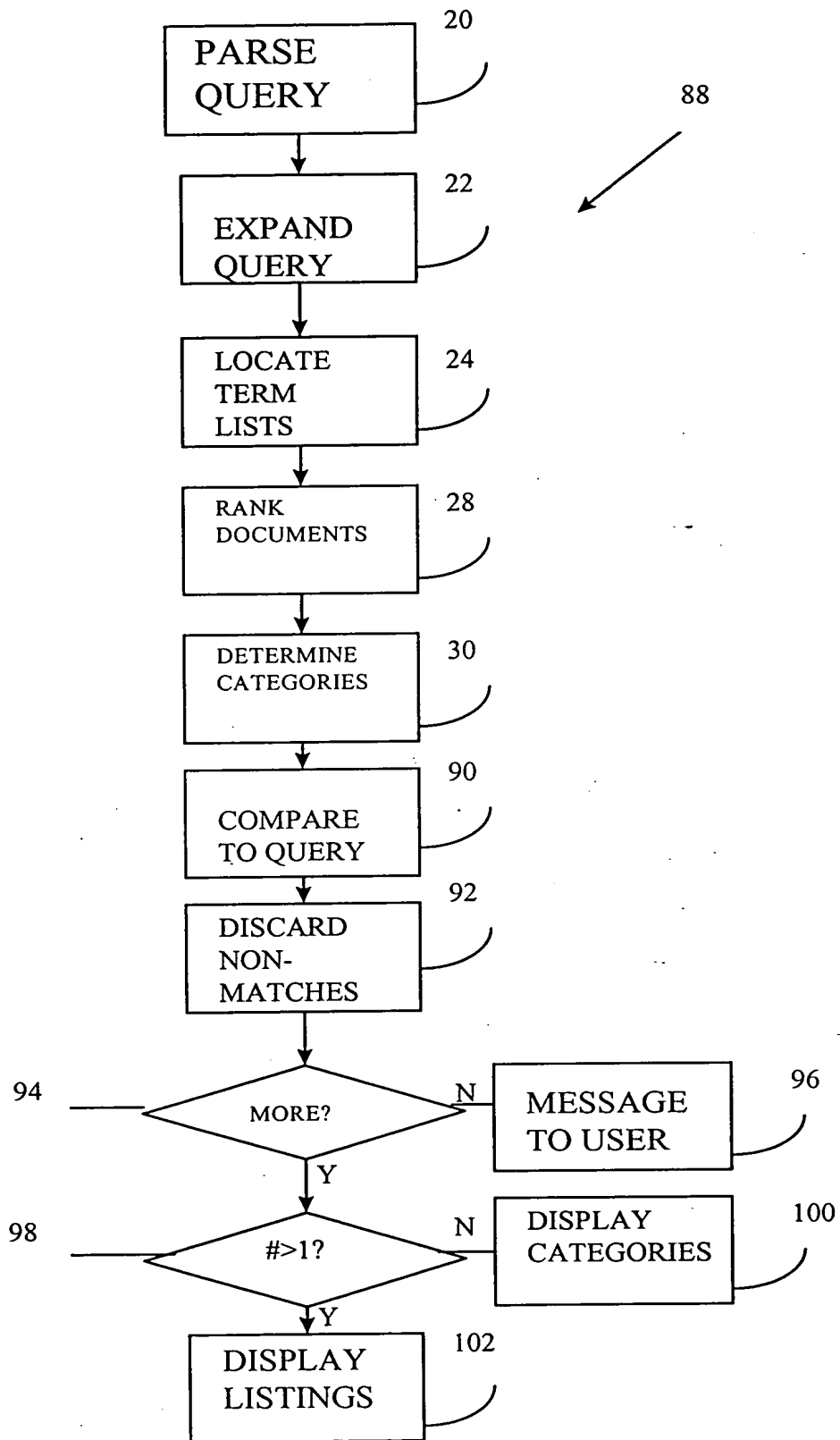


Figure 41

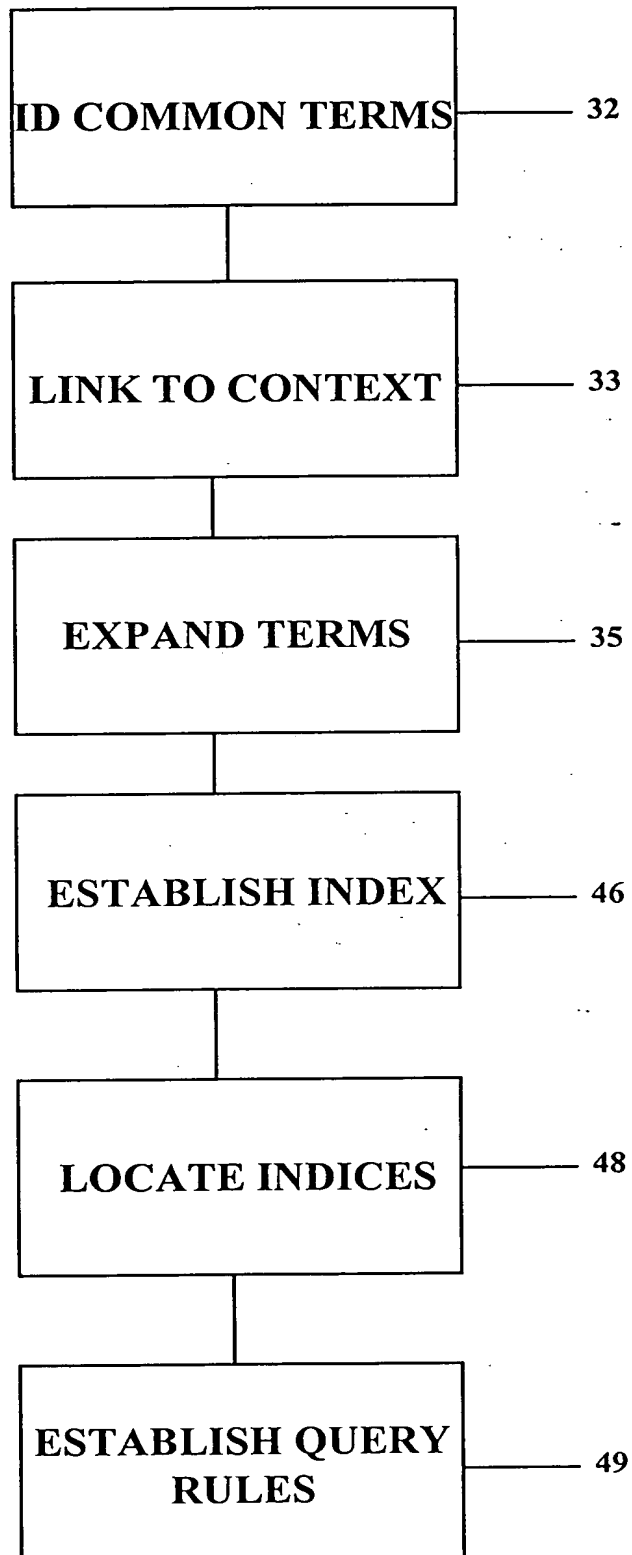


Figure 42



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38
34

1 Enter Category (Top Categories)
art supplies 36
Business Name (e.g., GTE) OR
2 Enter City (optional) 40
State (required) 42
Choose a State AND
3 Find It Search Tips 44

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50

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64MB, 100MHz SDRAM, 6.4GB Hard Disk Drive
15" Monitor, 56K Modem, CD-ROM, Windows 98

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43
FIG. 37
602



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- [Artists Materials & Supplies \(105\)](#)
- [Arts & Crafts \(6\)](#)
- [Arts & Crafts-Retail \(3\)](#)
- [Craft Supplies \(30\)](#)
- [Craft Supplies-Retail \(103\)](#)
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FIG. 44
E03

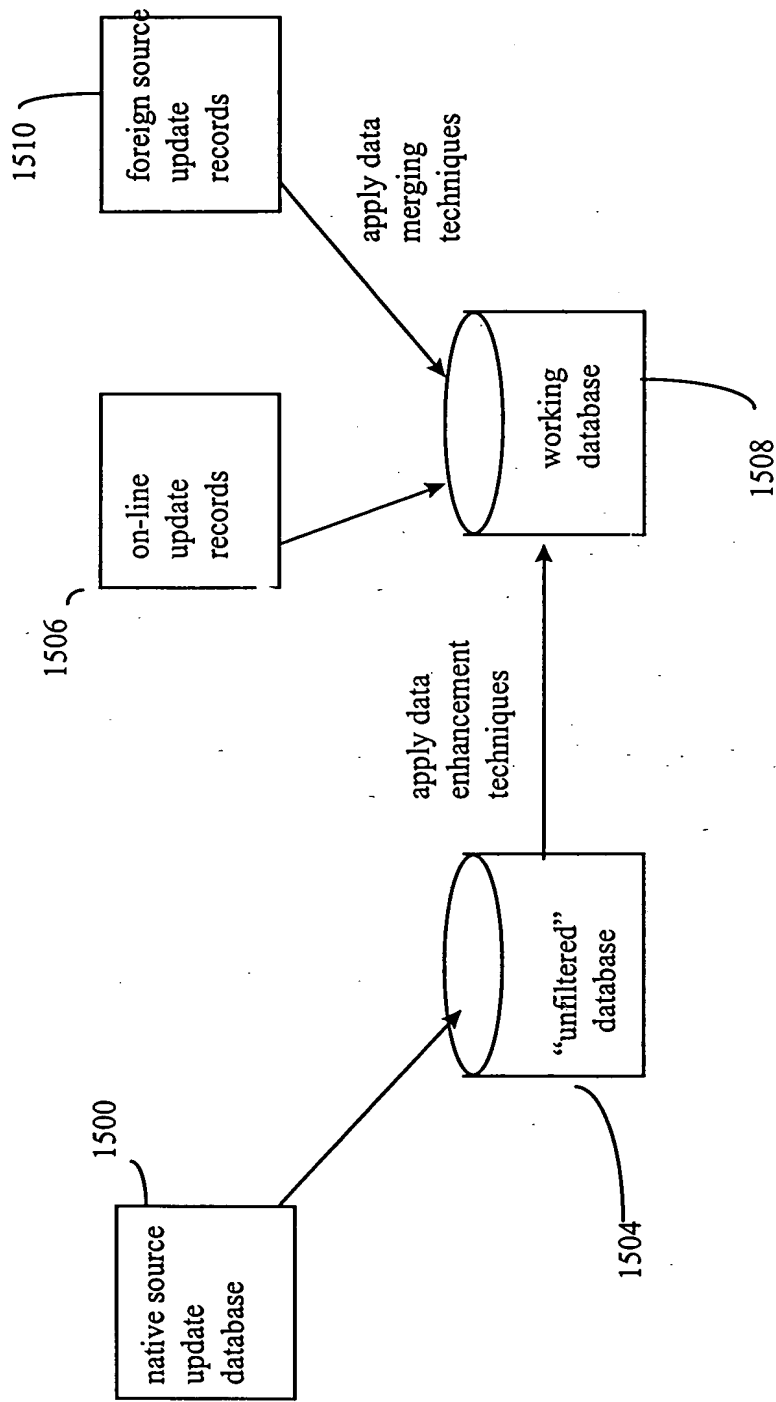


FIGURE 45

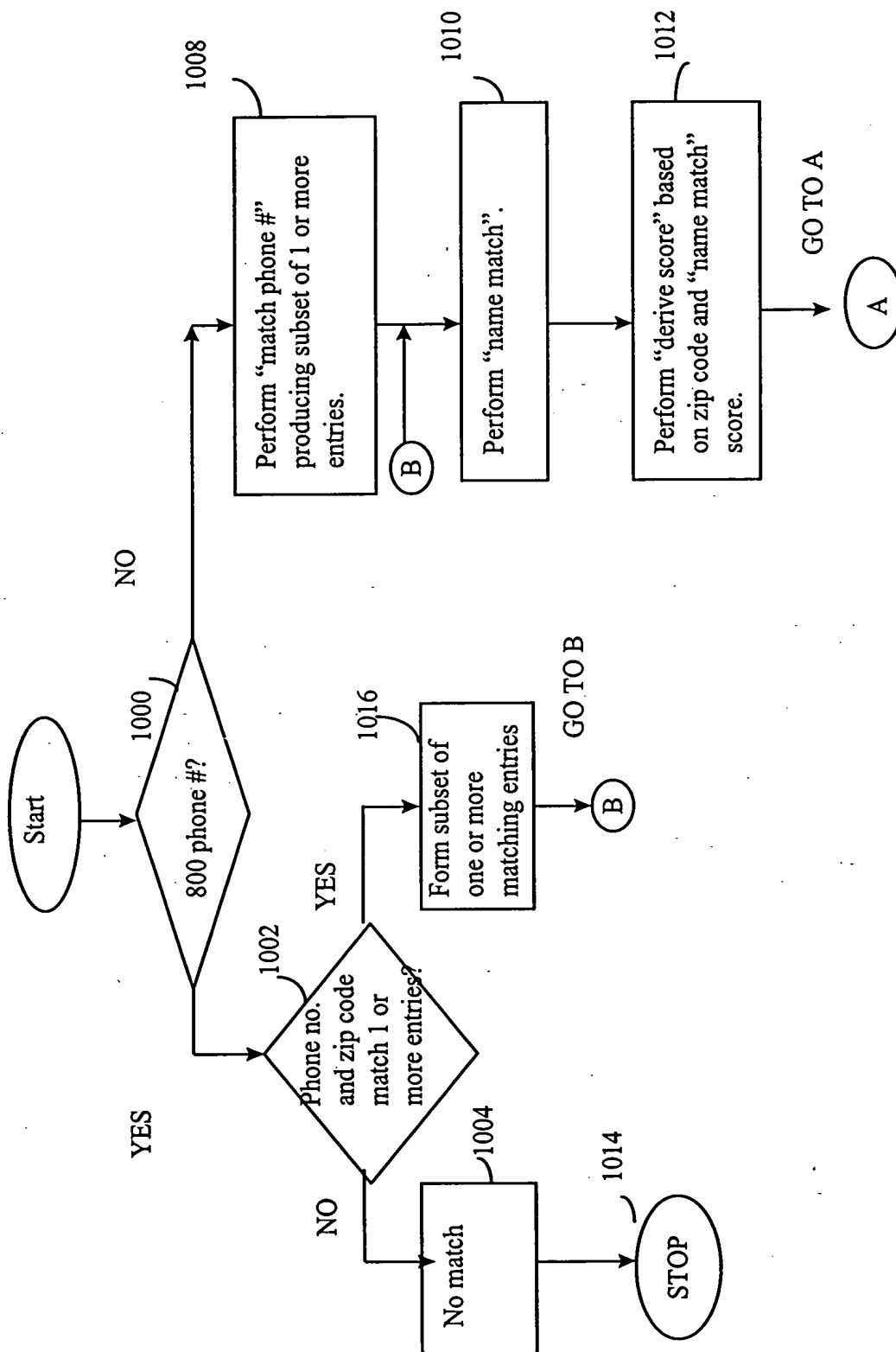


FIGURE 46

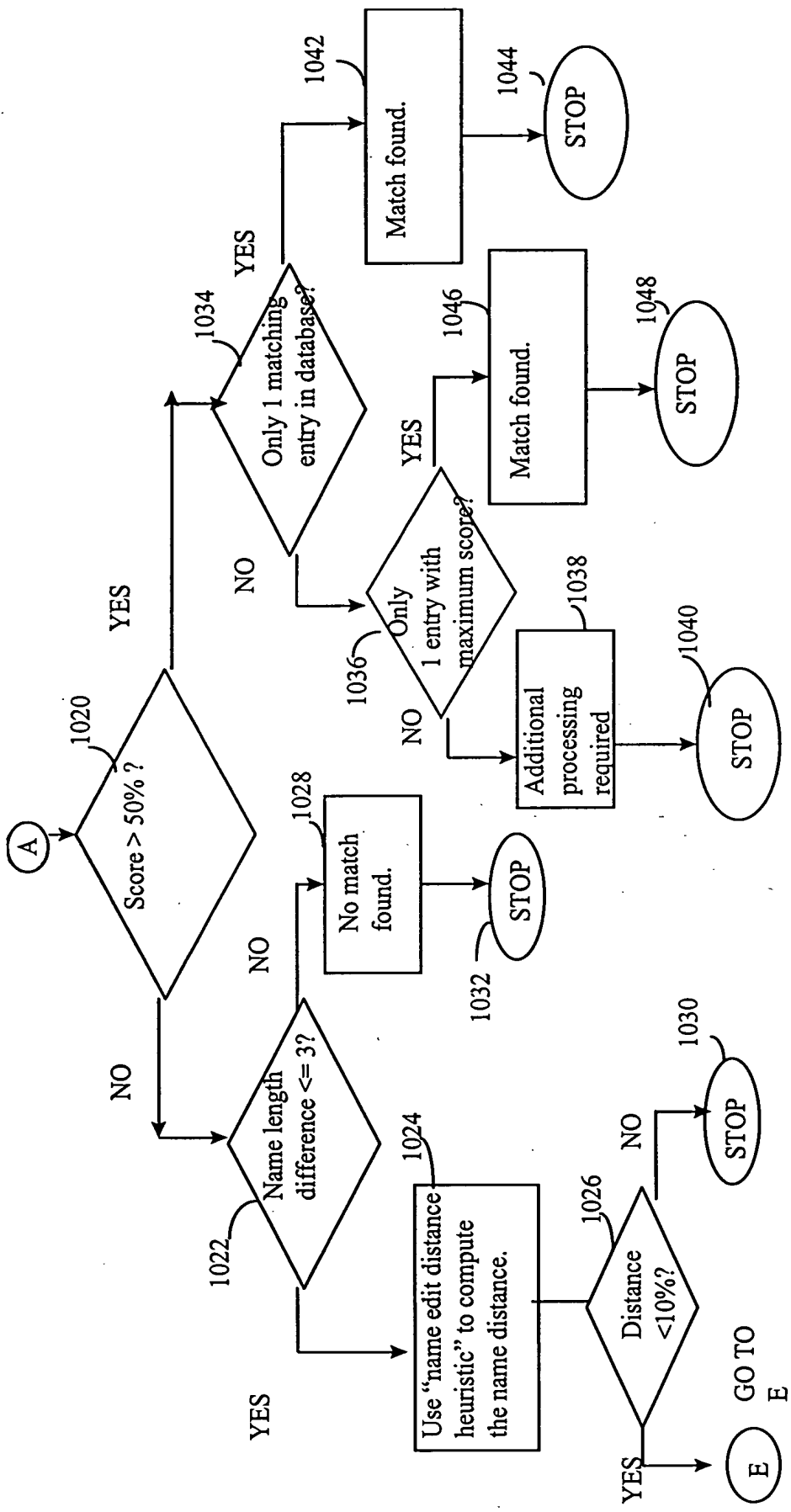


FIGURE 47

"Match phone #"

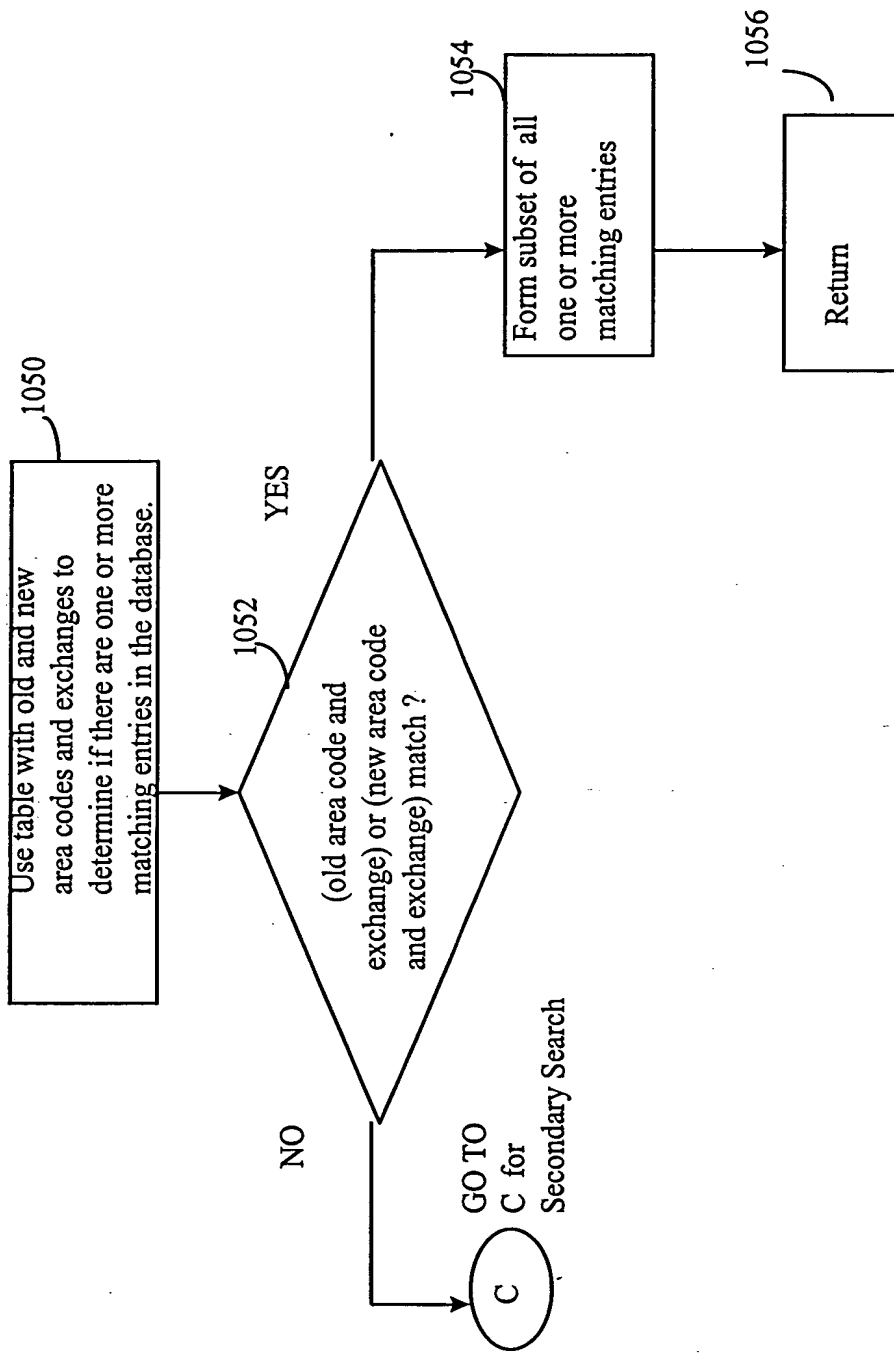


FIGURE 48

“Name Match”

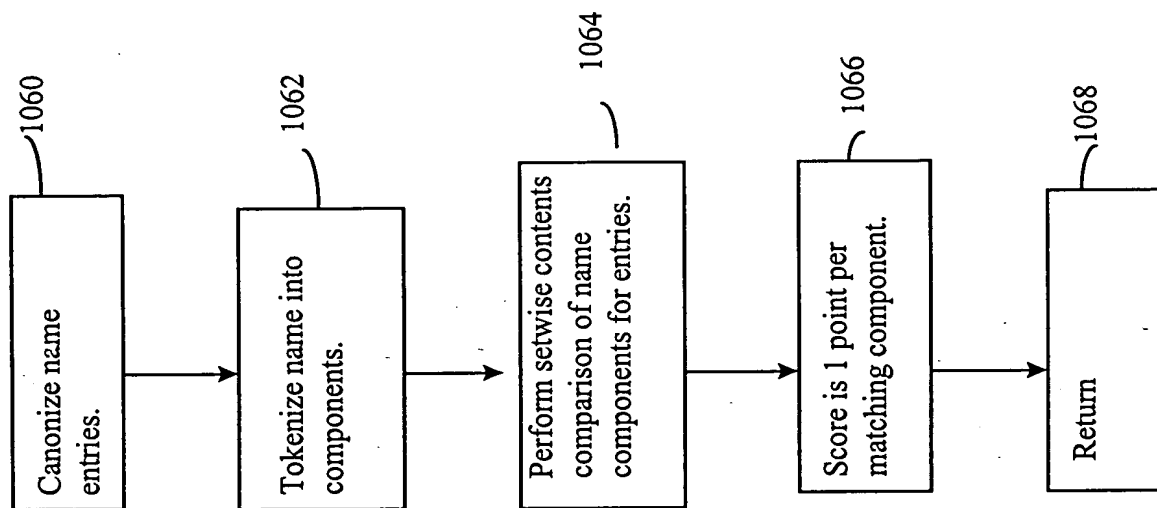


FIGURE 49

“Derive Score”

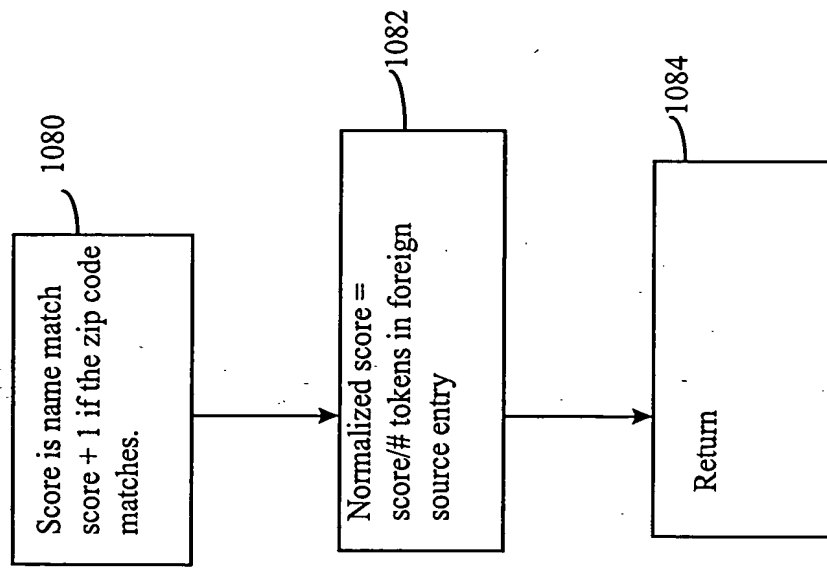


FIGURE 50

“Secondary search”

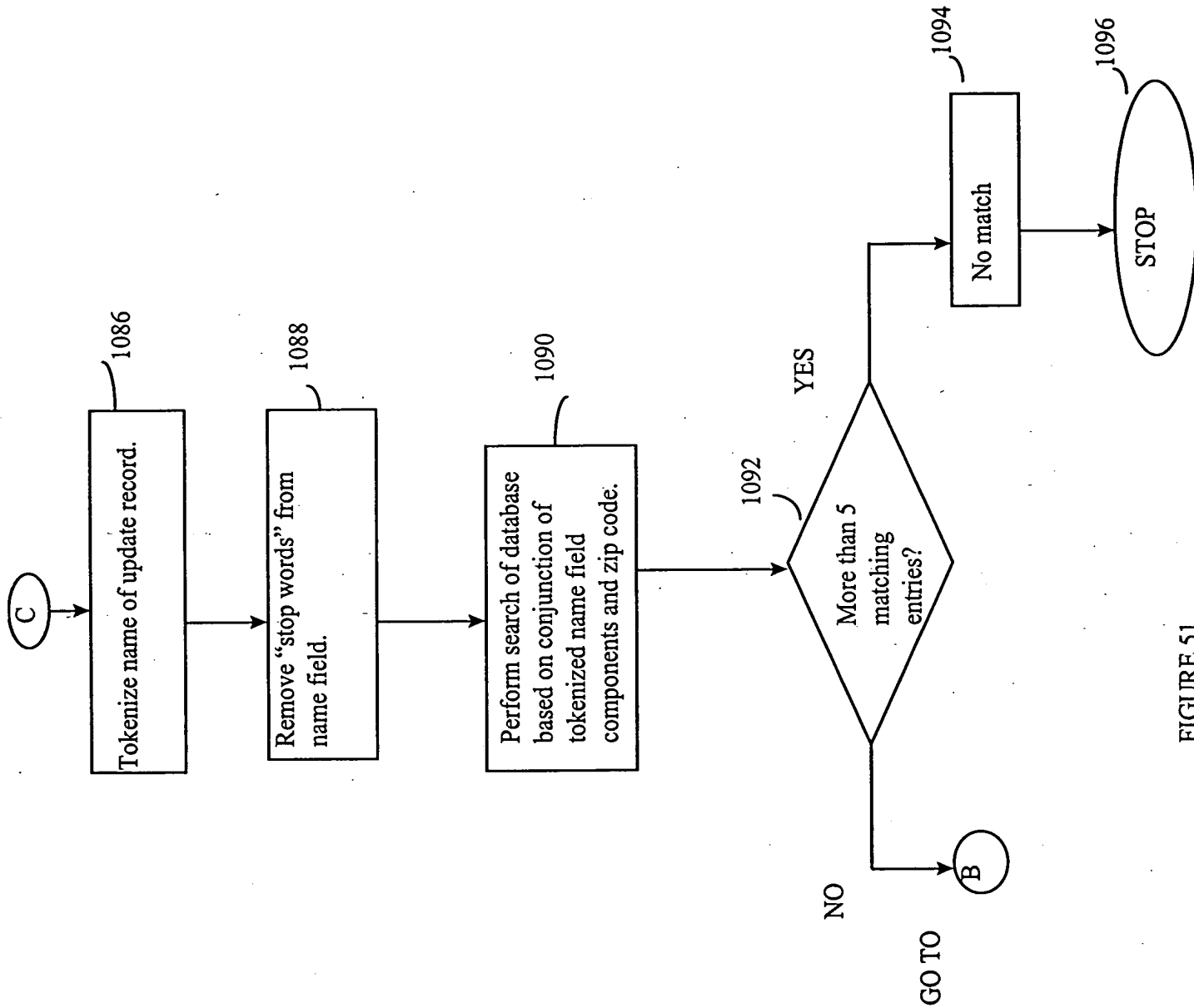


FIGURE 51

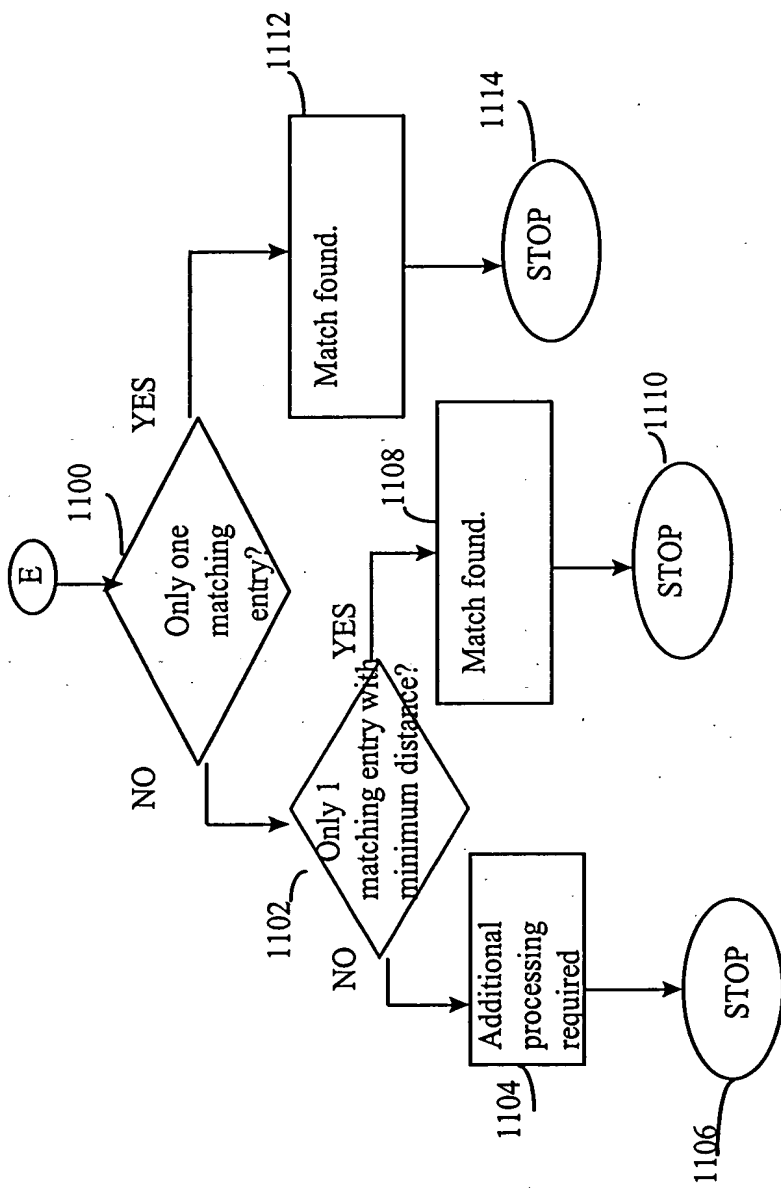


FIGURE 52

Native source processing

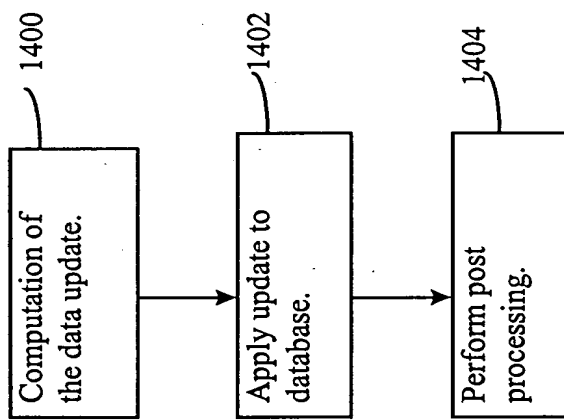


FIGURE 53

1400 "update computation
to business listings"

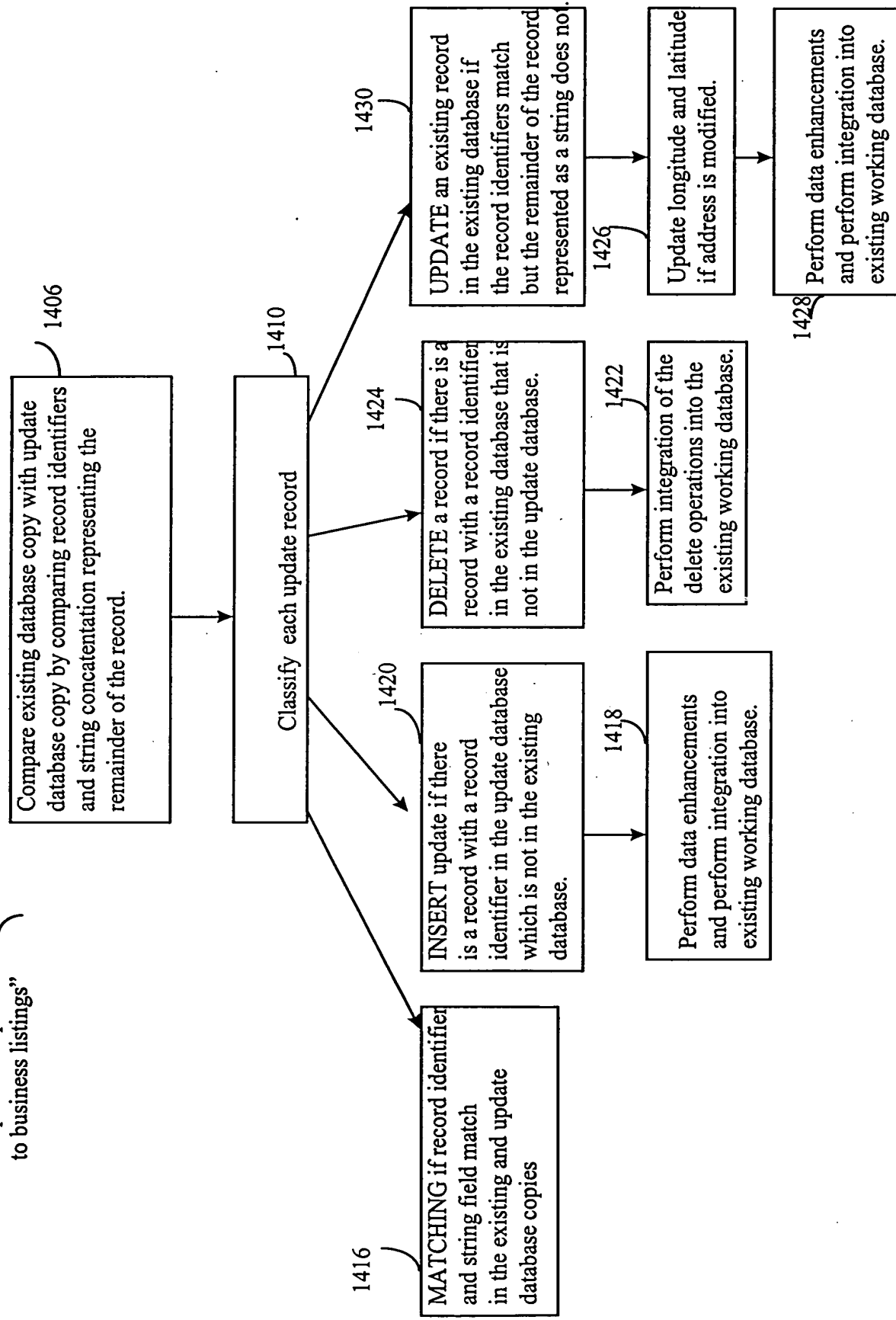


FIGURE 54

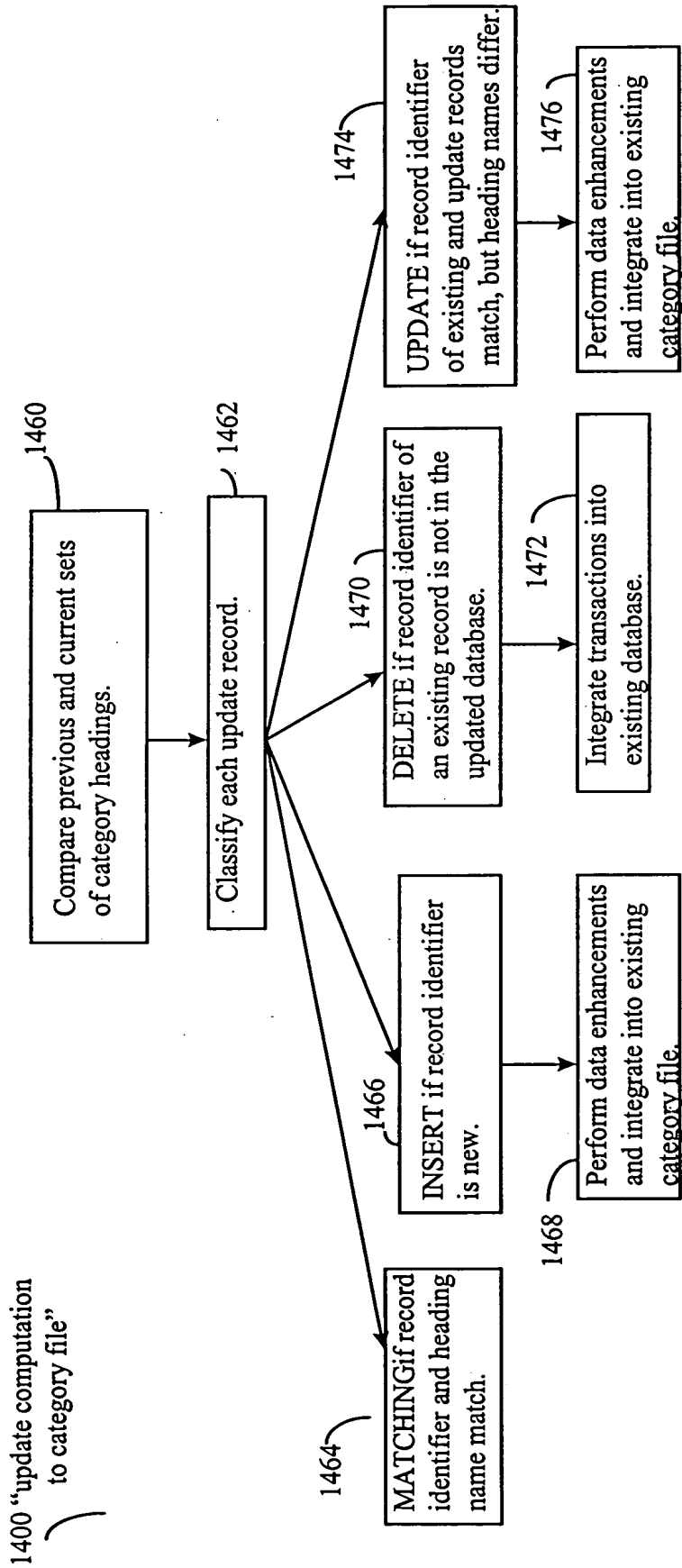


FIGURE 55

Post processing 1404

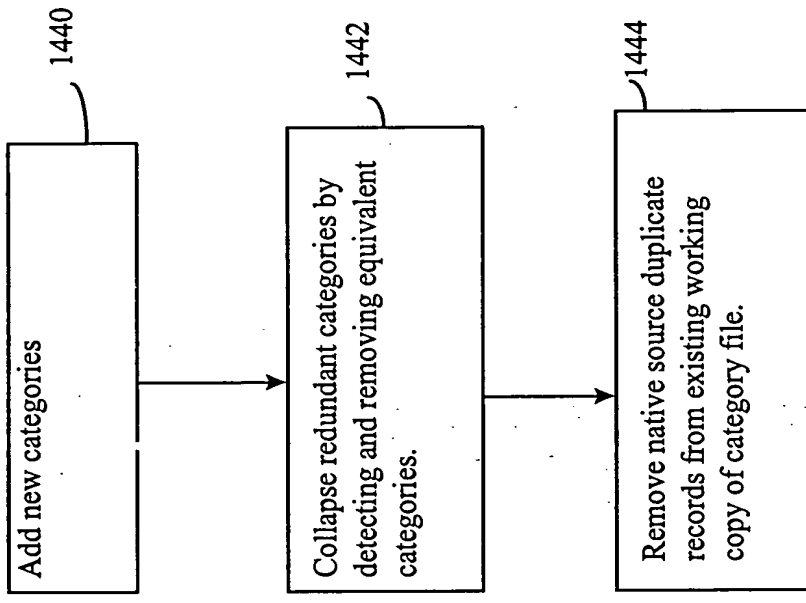


FIGURE 56

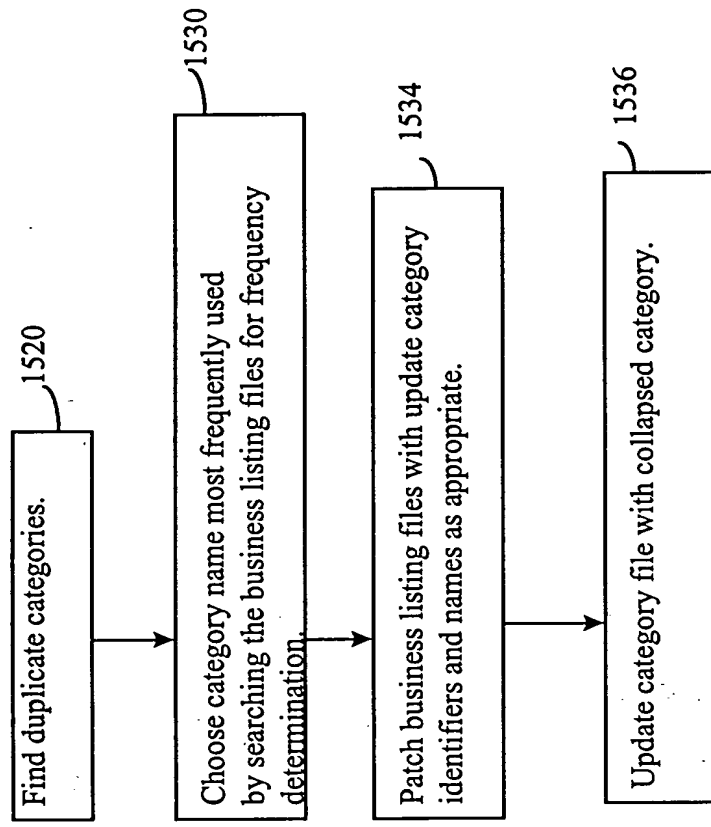


FIGURE 57

1520

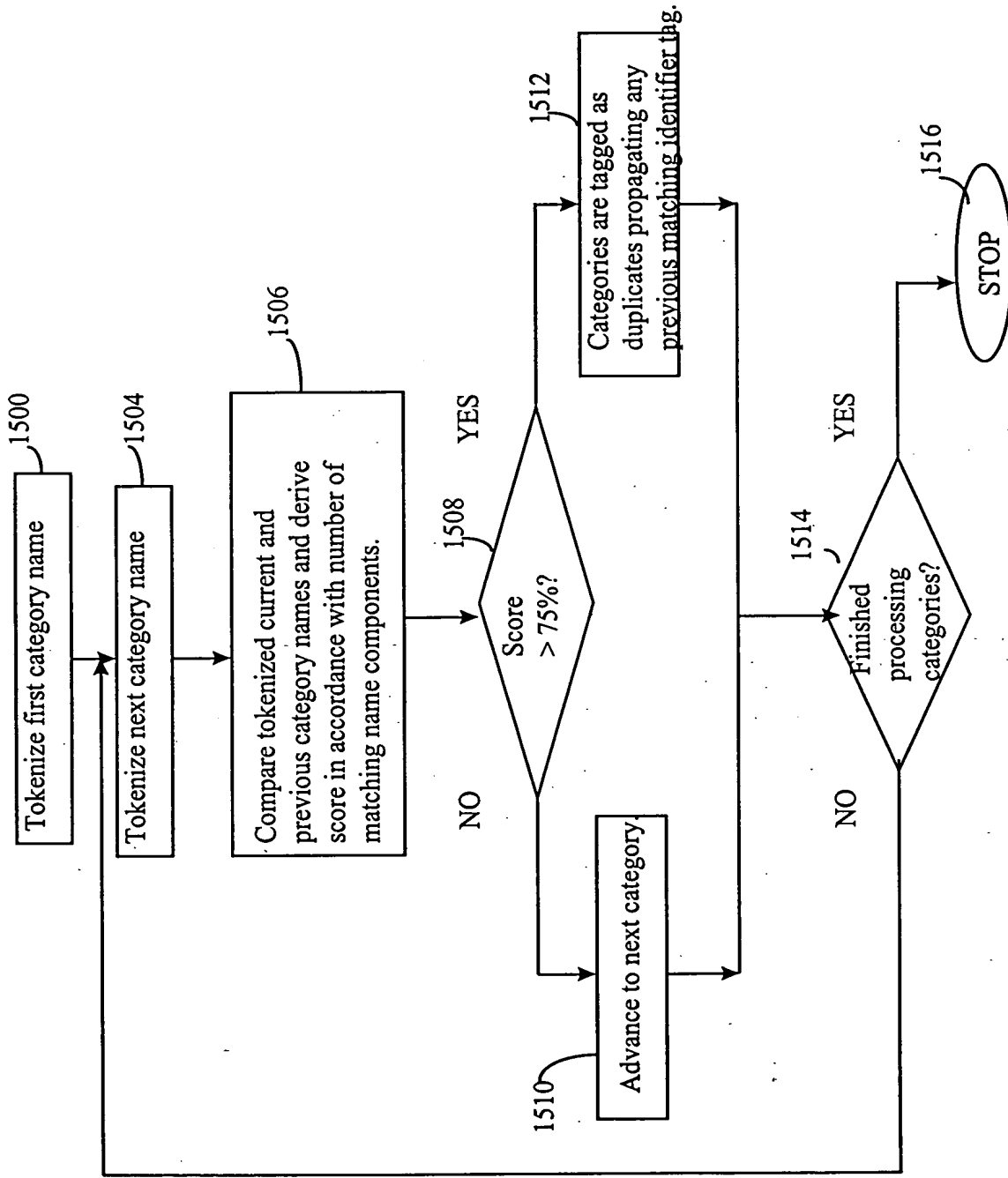


FIGURE 58

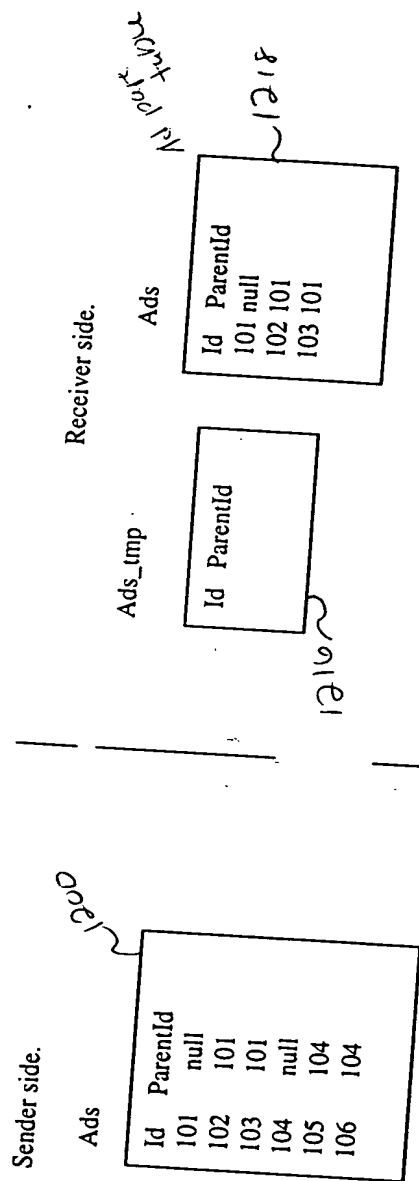
65

Id	Data1	...	Data n
1208			
1210			
1212			
1214			

1208 1210 1212 1214

Data table

92



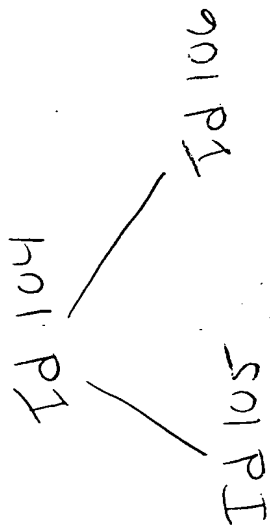


FIGURE 61

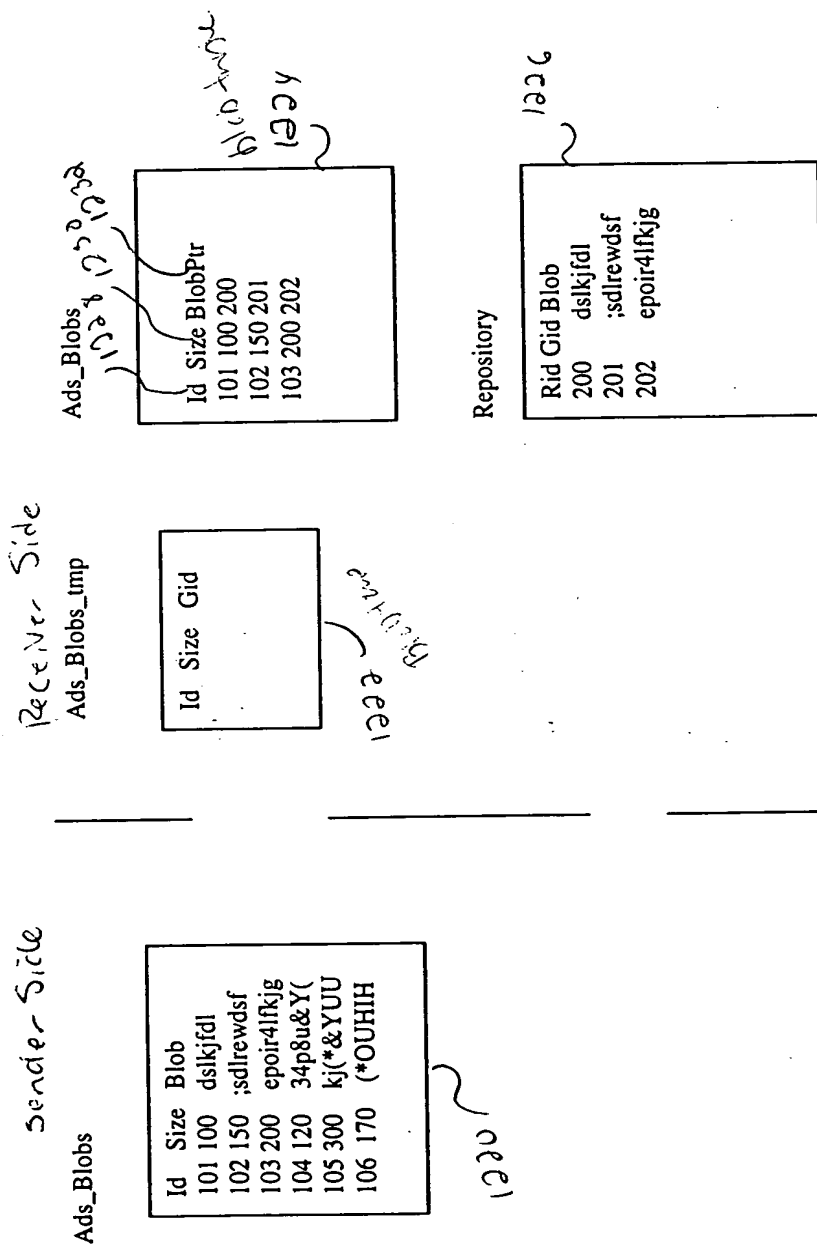
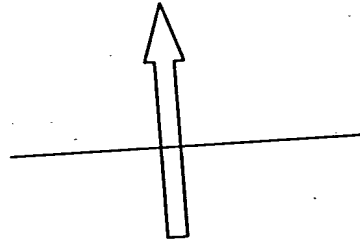


FIGURE 62

Receiver Side

Ad	Id	ParentId
	101	null
	102	101
	103	101
	104	null
	105	104
	106	104

one 2



Ads_tmp

Id	ParentId
104	null
105	104
106	104

2/2/2

Ads

Id	ParentId
101	null
102	101
103	101

IN (full) 62

Sender Side

Ads_Blobs

Id Size Blob
101 100 dslkjfdl
102 150 ;sdlrewdsf
103 200 epoir4lfkjg
104 120 34p8u&Y(
105 300 kj(*&YUU
106 170 (*OUHIH

Pipe

TableName FieldName Id Gid
Ads_Blobs Blob 104 100001
Ads_Blobs Blob 105 100020
Ads_Blobs Blob 106 100030

External Process
To copy blobs

Receiver Side

Ads_Blobs_tmp

Id Size Gid
104 120 100001
105 300 100020
106 170 100030

Ads_Blobs

Id Size BlobPtr
101 100 200
102 150 201
103 200 202

Repository

Rid Gid Blob
200 dslkjfdl
201 ;sdlrewdsf
202 epoir4lfkjg
203 100001 34p8u&Y(
204 100020 kj(*&YUU
205 100030 (*OUHIH

FIG. 64

Sender side

~1200

Id	ParentId
107	null
108	101
109	101
110	null
111	104
112	104

Receiver side

~1216

Id	ParentId
----	----------

~1218

Id	ParentId
101	null
102	101
103	101
104	null
105	104
106	104

Fig. 65

Sender Side

Id Size Blob
101 100 dslkjfdl
102 150 ;sdlrewdsf
103 200 epoir4lfkjg
104 120 34p8u&Y(
105 300 kj(*&YUU
106 170 (*OUHIH

Receiver Side

Id Size Gid

Id Size BlobPtr
101 100 200
102 150 201
103 200 202
104 120 203
105 300 204
106 170 205

Rid Gid Blob
200 dslkjfdl
201 dlrewdsf
202 epoir4lfkj
203 34p8u&Y(
204 kj(*&YUU
205 (*OUHIH

T-1 G. 66

4.5 F

1250

Copy table identifier and size from temporary blob table to blob table.

1254

Use global id from temporary blob table to index into repository table and find a matching global id.

1256

For this matching entry, copy the repository identifier from the repository table to the blob pointer field of the blob table.

1258

Reinitialize the global identifier field of the reporting table.

F 16.67

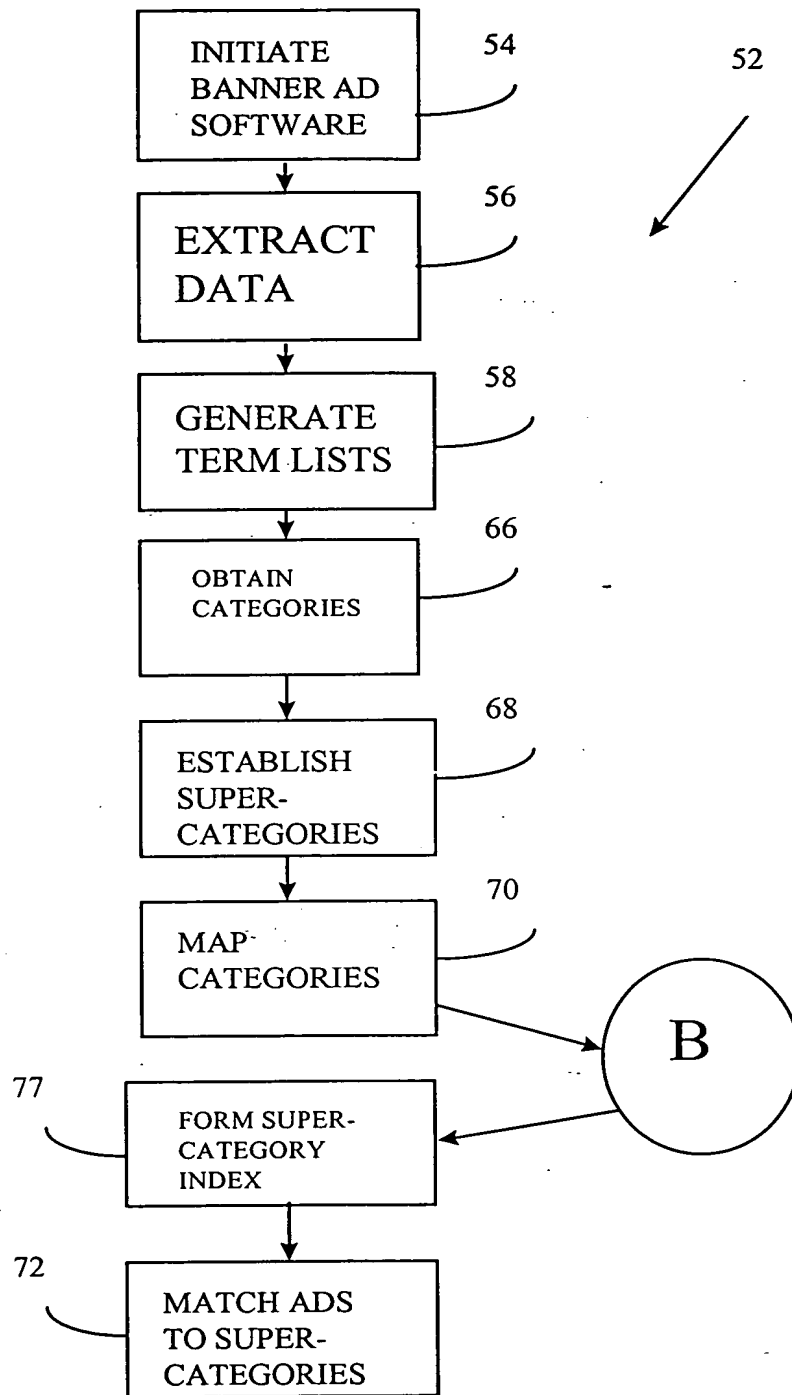


Figure 68

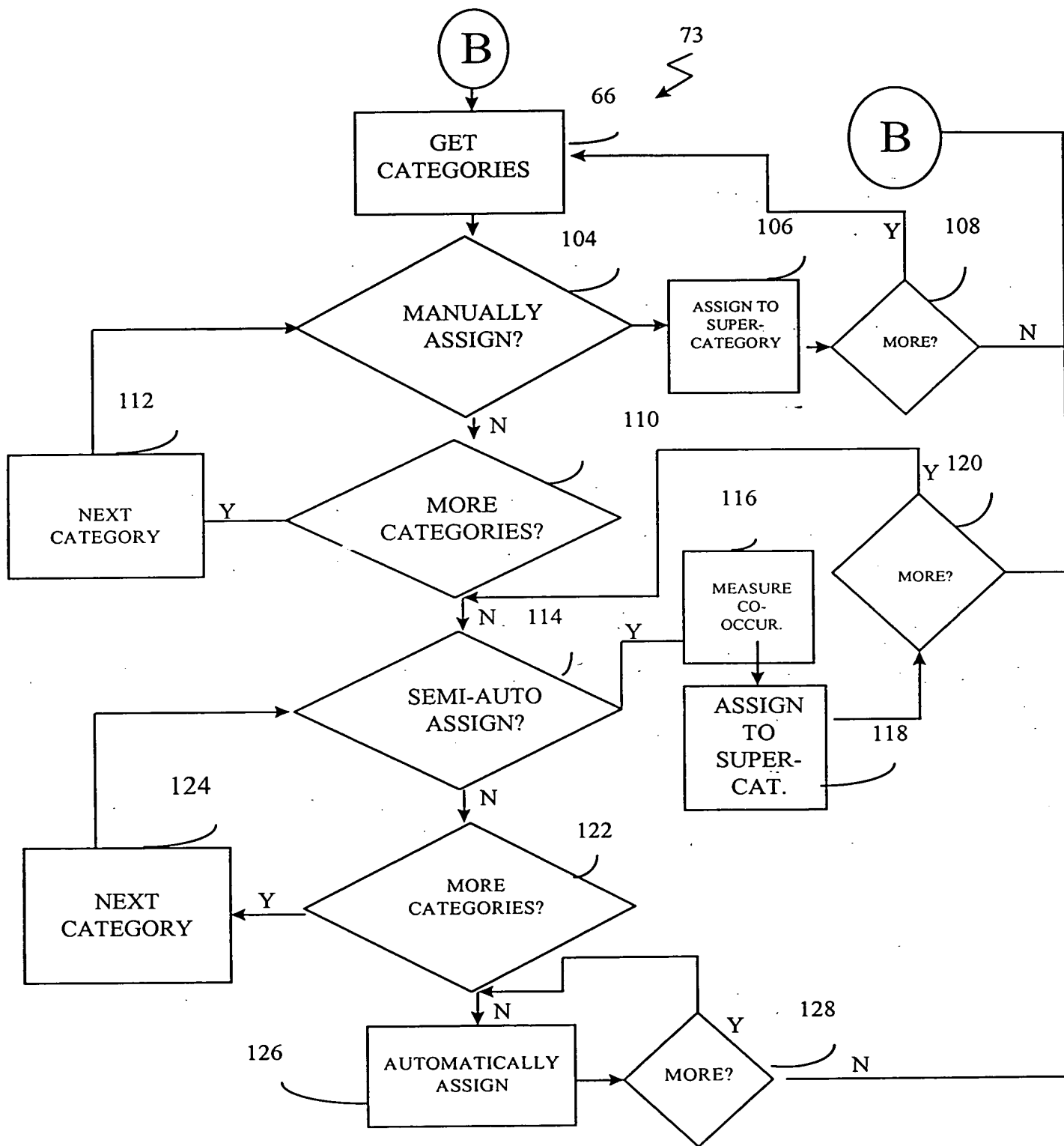


Figure 69

132

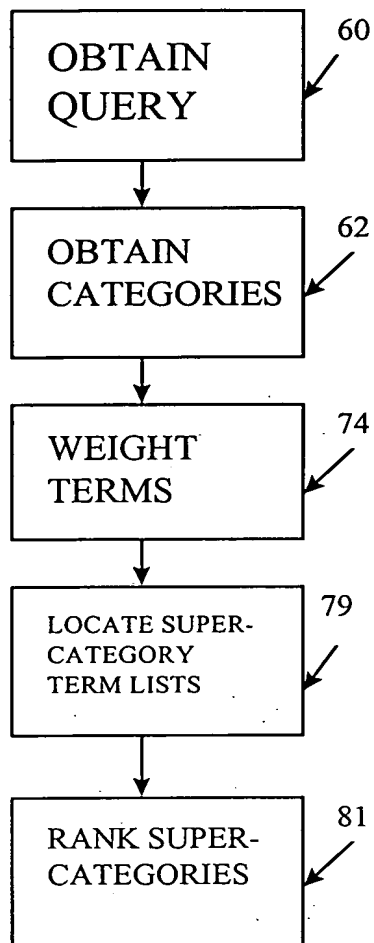


Figure 70

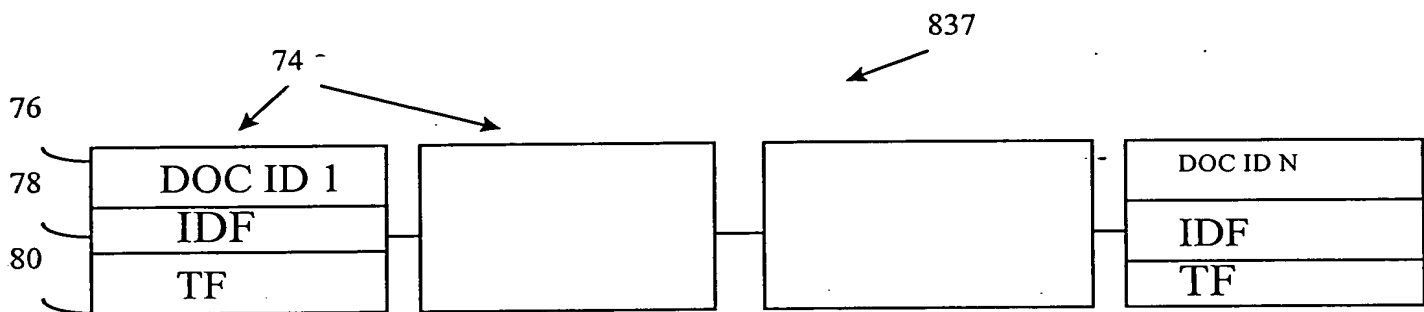


Figure 71